OCTOBER 26, 1946
25 CENTS

The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

"THE CROSBY STORY"

Chapter 1: BING'S PREMIERE PROGRAM EXCLUSIVELY HOOPERATED

Chapter 2: REVIEWING THE BATTLE—CBS-MBS-NBC VS. ABC-BING

Chapter 3: THE BINGSDAY PROGRAM

Plus

VIEWS: FROM NEWSPAPERS . . . FROM MOVIE NAMES . . .

SPONSOR: EXIT CHEESE . . . ENTER PHILCO

ADDENDA: WHAT'S YOUR "CROSBY"? . . . NEW ERA IN PROGRAMENUS? . . . BACK-TO-BACK SEGMENTATION AS A WINDFALL TO LISTENERS. (ALL THE ABOVE ON PAGE 3 AND RADIO-MUSIC DEPTS.)

Is Bing's Boffo Beam Indicative?
See "The Crosby Story"

WILL THESE DELIBERATIONS ALTER THE FACE OF U. S. RADIO!

NATIONAL ASSOCIATION of BROADCASTERS

October 21-24, Chicago

November 2nd,
Columbia's key station
changes its call
from WABC to

WCBS

For the listener, America's foremost station thus becomes unmistakably associated with the network which has made it great.

WCBS advertisers, local and national-spot, will profit from the explicit linking of station-call and network-call ... station program and network program ... station prestige and network prestige.

CBS network advertisers, too, will share new advantages from this reinforced identity between network program and local outlet. For instance: national program promotion, in whatever form, is now *automatically* translated into localized promotion for more than 13 million people.

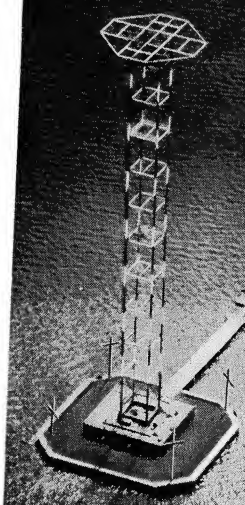
Sponsors and agencies already have recognized the compelling logic in this change.

Some of them ask why we didn't think to make it years ago.

We should have.

Still 880 on your dial.
Still the key station of the
Columbia Broadcasting System

On the same date, WABC-FM changes to WCBS-FM.
WCBW, Columbia's New York Television Station, changes to WCBS-TV.



Vol. 58. No. 43 — The Billboard — October 26, 1946

The World's Foremost Amusement Weekly

BINGLE'S TRANSCRIBED JINGLE

All But Legit Socked in Pitt Power Strike

PITTSBURGH, Oct. 19.—The Nixon Theater, legit house, was the only one in the entertainment field doing business during the past week as the city staggered aimlessly into its fifth week of a paralyzing power strike with no relief in sight. *Anna Lucasta* was the lure that brought $28,000 into the Nixon till during the past week while niteries and burly were doing about 50 per cent of their average business. Vocal maestro, Eddie Wappler, also reported a heavy advance sale for *The Magnificent Yankee*, opening Monday (21).

A slight relief was felt Tuesday (15) when 200 of the normal 400 trolleys and busses were put back into service, but a sideshow fired a rifle shot into one of the company's generators Wednesday and 100 trolleys had to be taken off to conserve power.

The hotels are still deadlocked in strike negotiations with the hotel and restaurant employees, Local 237, and the eight largest hotels are closed to everyone but permanent guests.

The niteries are standing by watching their dwindling beer supplies as a jurisdictional union dispute has made it almost impossible to procure any local lager.

Det. L&E Reported Reopening; Penob Club To Shutter

DETROIT, Oct. 19.—Fate of two major local night clubs changed this week, with reports from apparently authentic sources that Lee 'n' Eddie's, shuttered for three months, would be opened within a few weeks by new owners. Group is reportedly headed by David Taxie, who is in the same in the field here, and not otherwise identified. Plan is to reopen under the new name of Bel-Air.

Meantime, the Penobscot Club was slated to be closed Monday (21) by order of the State Liquor Control Commission. Move is latest in a long series of maneuvers, with the commission now making the ruling after being upheld in its right to do so a few weeks ago by the State Supreme Court. Meanwhile, there was the further possibility of court action in the matter, as a hearing on the commission action is scheduled for Wayne County Circuit Court here November 1.

Maxine Sullivan to Vanguard

NEW YORK, Oct. 19. — Unusual booking will send Maxine Sullivan into Village Vanguard, Greenwich Village nitery, October 31.

Richard Dyer-Bennett will be on the same bill. Deal is surprising because Miss Sullivan generally plays uptown clubs and Vanguard is considered a springboard to name acts. Dyer-Bennett, who has appeared several times at the Vanguard, is currently at the Blue Angel.

The Crosby Story

Entire Trade Watching Bing And Philco Plattery Show As Public Taste Challenge

NEW YORK, Oct. 19.—Concurrent with the NAB convention in Chicago—that association's first post-war trade-wide meeting and one of the most vital in radio's history—*The Billboard* is devoting the major portion of the radio section of this issue to the most important programing development in years—the Philco-Bing Crosby transcribed series. The entire radio industry—networks, agencies, talent, sponsors—as well as showmen in related fields, long has been concerned with this new venture with a degree of interest seldom attending other premieres. The "Crosby Story" is important for many reasons. It may be the forerunner of many such programs, recorded by radio and picture names alike. Reactions of top pix and air names are given in one of the radio section stories. It is important because it is the first major test of public acceptance—or resistance—to a big-time pancake series.

What that public reaction is, as shown in a special study made exclusively by C. E. Hooper, Inc., for *The Billboard*, also is published in this issue. This same survey treats another key subject, namely, the effect of the Crosby program on the audiences tuning in—or tuning out—other networks.

Most Important Development Since RCA-NBC Divorcement

For the American Broadcasting System no more serious pivotal development has taken place since the day when, as the Blue Network, it was divorced from RCA-NBC. Since that divorce ABC has been pitching hard to gain equal standing with CBS and its one-time sister web. If, in turn, ABC now delivers a top program, one a week, as it might, as it has Sundays with Walter Winchell, it will obviously find itself in a much better sales position than ever before. It may also help considerably in spiking the claim that ABC stations lack the power and dial locations to deliver consistent audiences.

The "Crosby Story" means plenty to CBS and NBC—and to a lesser degree Mutual—as well. CBS and NBC have been involved in a programing dog fight for some years. Crosby on ABC, virtually a darkhorse entry, now hits both other webs smack between their Wednesday evening eyes. NBC, particularly, has consistently spurred its advertisers to bolster weak programs, and chances are that in view of that policy, NBC will not take a weakie. (*See ENTIRE TRADE on page 8*)

"Love That Gov.," Hayes' New Theme

NEW YORK, Oct. 19.—While the majority of showbiz names enlisted to aid in the November elections are on the Democratic side (*The Billboard*, October 19), the Republicans are handpicking some headliners to sell their candidates.

Latest is Helen Hayes, who goes Dewey-eyed about the present N. Y. governor in the campaign mag *Bandwagon*, currently on the stands. Entitled *A Bit of Sunshine* and fronted by a glamorized photo of the actress, the article was written by Miss Hayes as a Dewey-appointed member of the board of visitors of the New York State Reconstruction Home. Dewey's interest in such institutions and the importance of women in political work are the main themes of the article, which is a strong plug for Dewey's re-election.

Autryized N. Y. Rodeo Busts Into Dream $1,300,000 Peg

NEW YORK, Oct. 21.—A sensational 10-day box-office avalanche which began the middle of last week will send the "World's Championship" rodeo into the super-special class with a gross of $1,300,000 when the final tape is cracked next Sunday (27) at the Garden. This is an average of about $24,500 per show for the 53-performance run of the cowboy classic which got underway September 25 and rides thru as the longest of its kind on record anywhere in the world.

The money link gives the 21st renewal the all-time jackpot. It isn't the first million-dollar rodeo, however, because last year, the 20th in the series, drew Roy Rogers starring, just managed to spill over into the charmed circle with a take of a few thousand bucks past the round socko mark. That was a 48-performance skein, however, the show for show still below this year's record pace. This year Gene Autry returned in the starring slot with his horse, Champion, after being absent since the 1942 show via an army hitch.

It took both the rodeo and Autry to the time to get into the full force of its potentialities, teeing off in latter stages of last month and pushing hard the first few weeks before going into high gear. In first half of the cowpoke cluster the folks were ignoring the low-priced seats and still are to some extent, setting their lush sights on anything near the $6 top. From last week on in, they were unbending on lower-scaled tickets, an indication that they were back to apologize for not making up their minds soon enough. Two more good reasons why the round-up is in there busting records: The "forever Autry" lure has got around after the four-year hiatus, sparked also by his "back in the saddle again" network show (CBS) for the chewing gum set (Wrigley). No. 2 is the weather, pleasantly cool. Warmishness in early stages was the kiss of death to box office.

Cavaleadeo moves into Boston Garden from here for a short run at a tapered-down top of $3.50, considered fancy enough for the Hub.

Cain-Connelly Tiff Over AAA Meeting

NEW YORK, Oct. 19.—James M. Cain and Marc Connelly sizzled the atmosphere at the Gotham Hotel Friday afternoon (18) with a verbal exchange occasioned when Cain learned that a scheduled meeting of authors under the auspices of the Authors League to discuss American authors authority proposal, had been canceled because of illness of Elmer Rice, league's prexy. Rice was taken to the Lenox Hill Hospital Friday night (18).

Connelly, according to reports, claimed to represent Emmett Lavery, Screen Writers Guild prexy now in Hollywood, and allegedly refused to hold the meeting because of Rice's illness. Cain is said to have retorted that Connelly was alibing. Both al- (*See Cain-Connelly Tiff on page 4*)

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Showbiz Ops Have Mixed Reaction on Price Boosts; John Q. Public Is Fall Guy

Radio View Rosy, Nitery and Music Glum, Legit So-So

WASHINGTON, Oct. 19.—Radio industry's formal request to OPA for decontrol of radio prices appears to have a better than even chance of getting OPA okay. Radio-set industry advisory committee will formally submit the request to OPA next week, insisting on immediate decontrol of radio sets from OPA without recourse to the prolonged procedure for formally petitioning the price agency.

NEW YORK, Oct. 19.—Now that the lifting of price controls has moved from conjecture to fact, and the promise of even further relaxing of the clamps is imminent, showbiz, like all other businesses in this country, is better able to take stock of its position and to evaluate the OPA-less future in respect to its dollars and cents.

Frankly, the outlook is anybody's guess. In some phases of showbiz, such as radio, the future has a rosy glow, with increased ad revenue likely to be spent. On the other hand, in the nitery field and in the music field, the situation has many difficult wrinkles, and pubs and ops are quite candidly grim about the situation. In the legit field there appears to be little change expected except a slight hike or two in plush-seat prices, but this is still problematical. In fact, the only thing on which all phases of showbiz agree is that, sans OPA, showbiz will cost more and more to operate, with help crying for more dough to offset the spiraling cost of living. Higher wages and costs mean less profits, unless showbiz can make John Q. Public divvy up the difference. That is where the problem comes, for the public may balk at paying too high for its entertainment.

Radio Is Happy

Radio is really quite happy about the whole thing. For one thing, the initial raising is certain to send border-line advertisers back on the air. Under tight controls, quite a few advertisers preferred to wait for the decontrol period before spending air dough. Ad agency execs foresee current situation leading to a price hike, with high levels gradually settling back, but leaving enough profit margin to make air advertising worth while. Besides, with inventory continuing scarce, radio has a better chance to pull in more advertisers.

But radio execs are not unmindful of the fact that control lifting does not necessarily mean a sellers' market, because of the likelihood of a highly competitive selling situation. One indication of this is the considerable increase in installment buying; a type of buying which gives additional credence that consumer buying power has been dissipated of late. Nevertheless, taking all angles into consideration, radio staffers feel that optimism is justified and that the big buyers will be purchasing larger and larger blocks of what time is available, with a resultant boom by Christmas.

Thus far web billings have held up well, with major nets left virtually without any good evening time available. Daytime slots, however, still have time, and with production expected to get into its stride this winter, these slots are expected to find bank-rollers.

Indies, too, anticipate benefiting from the control loosening, with billions bouncing via increases in spot biz.

Legit Shows More Expensive

Legiters along the Stem and on the road are faced with the plain fact that shows are going to be more and more expensive to put on and to maintain, even with the SRO sign out frequently during a run. Already production prices are touching the ether, and with the inevitable demand by help for more and more dough to satisfy living costs, the nut is going to be larger and larger. Actually, there is very little legit can do to effect much economy and still operate as a magnet for the public dough. Rumors are around that ducats might get a boost, but there's no official confirmation of this situation, and as some on the street maintain, the price of pasteboards is just about at ceiling now. Thus, all in all, legit looks like having to face lower profits and stay satisfied.

The after-dark section of showbiz is also faced with the rising cost of help as well as the rising cost of living. With the musicians barely thru their demands, now other help want theirs to take care of living costs. Cooks, for example, are asking a 30 per cent raise. Waiters, who get between $20 and $22 a week (the gravy that helps to keep a 30 cent raise and bus boys are demanding $6 per week. This situation is likely to turn nitery ops' thoughts to the easiest way of committing hara-kiri.

Today, for one thing, night spots *(See Mixed Reaction on page 13)*

Fredericks Plan Pittsburgh Office

CHICAGO, Oct. 19.—Rumor rampant here this week and backed by several reliable sources is that Fredericks Bros. will set up a Pittsburgh office within the next month. Office will be a mid-point between FB's New York and Chi headquarters.

At present time no other major booking offices have an outlet in the Pittsburgh area. Move is reportedly first of a number of branch offices which are contemplated in an FB expansion program.

Veloz & Y. Terp To Tep Take on Tour; Set for '47

HOLLYWOOD, Oct. 19.—Two-a-day concert tours have been scheduled for Veloz and Yolanda following smash biz this year. Twelve-week season will start on January 6, taking in the North and Midwest. Second swing thru the East and South started October 6.

Players recently completed an 11-week tour, grossing $210,000 in 74 concerts, with five engagements reportedly running in more than $35,000. Two performances at the Chicago Civic Opera House grossed $14,000, with two shows at the Los Angeles Philharmonic pulling in $13,350. One performance at San Francisco's War Memorial Opera House drew $5,990.

CAIN-CONNELLY TIFF

(Continued from page 3)

legedly accused each other of lacking gratitude for favors done in the past.

Cain was burning because he had traveled from the film city to attend the meeting and discuss the controversial plan, which calls for the author to becoming a co-trustee with the authority of his own writing. The screenwriter said he would outline the plan at a meeting of writers at 8 p.m., Monday (21), at the Henry Hudson Hotel.

Showbiz Put All This in Uncle's 1943 Grab Bag

WASHINGTON, Oct. 19.—Showbiz kicked in to the U. S. Treasury to the tune of more than $22,000,000 in income and excess profits taxes in 1943, according to Internal Revenue Bureau figures this week (18). Total take by the government from 68,202 taxable corporations amounted to $15,925,000, a boost of 30 per cent over the grab for 1942.

Biggest revenue exclusive of movies, including pin-ball and juke box ops among 4,766 returns, breakdown into $15,814,000 for excess profits taxes, with $6,199,000 coming from personal income sources. Eateries, night club and bars contributed a yield of $24,549,000, which figure includes dance halls, bowling alleys and other recreation places. Juke box and radio manufacturers coughed up $97,000 in total tax, $175,105,000 was from excess profits taxes and $22,063,000 from personal income.

A. C. Hotel Owners Say Travel Orgs Blacken City's Rep

ATLANTIC CITY, Oct. 19.—President Frank Sutch, of the Atlantic City Hotel Association, last week charged that a majority of travel agencies is giving the resort a "black eye." He urged a survey of the condition, said it had been learned that branching was carried on by 10 big travel bureaus that had been checked.

Sutch told members of the A. C. Hotel Association that travel bureau representatives allegedly had given out false statements concerning prices, availability of rooms, and amusements offered here.

Resort's 1946 biz, despite extended efforts toward attracting cash customers thru September with the Miss America pageant and horse racing, has produced many headaches. It was definitely not the season it started out to be. Plenty of customers were here, but the money wasn't, altho season began exceptionally well.

Overpriced

Hungry hotels, restaurants, and others decided to make money too fast. Prices hit all-time highs, and the visitor found constant hands in his pocketbook. Even the dime hot dog jumped to 25 cents. Amusement prices hit high, with motion pictures going to 98 cents, the highest in the history of the resort. The Steel Pier jumped to $1.25 plus a few odd extras which made a full visit cost around $3. As a result, all business was hurt, and the expected August pick-up never materialized.

The race track, which many felt would build business for the town, had a terrific unexpected setback as far as the track itself was concerned, but a survey of amusement men indicated that only who landed they received any direct benefit. Second meet in October likewise failed to come up to expectations.

Pageant, early this year, as far as talent and entertainment was concerned, but was never more than an amateur affair. Emsee Bob Russell worked himself silly trying to put the not-so-talented girls over.

Convention season now under way is the greatest in the resort's history. This does not mean too much to amusement interests, as conventions schedule their own entertainment, and delegates rarely have any time to visit the rest of the town.

Leaders of the town their heads together to develop new promotions and put Atlantic City in the running for next year.

Boston Bradford, New Pa. Club, Tagged Unfair by AGVA

NEW YORK, Oct. 19.—Two out-of-town clubs have been placed on AGVA's unfair list. The Bradford Roof, Boston, was placed on the list by take effect October 31, but Arthur Fisher, house booker, said it was all a mistake. AGVA asked for $450, allegedly as salary. Blaine, he gave the spot until Wednesday (16) to get the dough up and when it didn't show clapped the unfair label on the room.

Fisher said that he had tried to talk to Matt Shelvey on numerous occasions to discuss the Bradford matter but Shelvey was never available. Shelvey in turn said he had tried to phone Fisher but was unable to reach him. When Fisher was notified of the unfair action he said he sent the check to AGVA, so the whole thing should be settled.

Controversy grew out of a date for Dorothy Blaine at the Bradford last June. Her agent and husband, Senya Gamsa, claimed she was for three weeks. Fisher said it was for two weeks. There were arguments and counter-arguments about unauthorized erasures and finally AGVA was called in.

The Belvedere Club, McKeesport, Pa., a new nitery, has been called unfair by AGVA for failure to negotiate a basic agreement and refusal to put up a bond enough every bond. Spot recently opened by J. C. Lewis, has Bonnie Baker heading the current layout. Lewis bought Gypsy Rose Lee, Jack Durant and Donald Novis for succeeding shows. Union demanded that, with such a talent budget, $6,000 cash bond was necessary.

According to AGVA, Lewis replied that he wouldn't even put up that as a starter to give his room an impetus. But his policy in the future would call talent budgets of $1,200, and that was the figure he was willing to put up. AGVA's reply was that when his budget was cut to the $1,200 figure it would require $4,200 to him.

When Lewis refused the unfair action was taken, effective November 8.

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The Billboard also publishes:
The Billboard Encyclopedia of Music and
The Billboard Coin Machine Digest.

RECORD NAB MEET STARTS

Industry Tone Seen Hope for Gov't Peace

Miller To Sound Keynote

By Our Washington Bureau

WASHINGTON, Oct. 21.—NAB President Justin Miller, who will keynote the association's conclave which opens in Chicago today, is expected to set the industry's tone for the coming year when he couples a hope for government industry cooperation and a warning that NAB will use every legal means to fight any threat to radio freedom. Miller is expected to call for clarification of issues involved in such controversies as those raised by the Blue Book and the Mayflower case. Miller will argue that courts or Congress, not a government regulatory agency, should establish decisions.

Miller is not expected to take a verbal whack at the FCC itself, but he will insist that the FCC, in interpreting some issues, may have stepped beyond legal bounds. He is expected to insist that what the Communications Act means, according to NAB view, is proper crystallization. This only the courts or Congress can provide, NAB is not anxious, however, to ask Congress for revision of the act, and Miller is not expected to suggest such a method.

NAB bigwigs at the confabs are expected to try to avoid an official NAB stand on FCC's practice of issuing wholesale AM grants, even tho some small station owners are expected to raise a row against this FCC policy. Strategy will be to emphasize the danger of increased FCC power if NAB urges the commish to take economic factors into account in licensing.

FM Policy

Much the same line is expected in FM licensing policy with action hanging fire pending clarification of FCC policy by Acting Chairman Charles Denny Jr., at the convention's FM panel. Other questions are expected to develop on FM, however, major of these being the expected disbanding of FM Broadcasters, Inc. Several FM members are plunking for continuation of the FM inner org as a separate outfit, arguing that NAB is essentially an AM organiza-

(See Industry's Tone on page 18)

World Shuts Chi Diskery

CHICAGO, Oct. 19.—Partly because World Broadcasting Company building here is being purchased by P. K. Wrigley Company and partly because of a decision by top World execs to cut down its New York staff, World will not make transcriptions here after November 1. Sales staff of World will remain here.

Wrigley will use the two-story World building, which is now equipped with complete sound studios, as an experimental laboratory. While World will no longer make transcriptions here, Decca Records, which has been using the same building, will continue to do so, it is said.

The Billboard at the NAB

This issue of The Billboard was delivered to Chicago's Palmer House, scene of the full-dress convention of the National Association of Broadcasters, 12 to 36 hours ahead of regular distribution in the United States and Canada. One thousand copies were flown westward Monday (21) as they came off the presses in Cincinnati, marking the fastest point-to-point distribution in the history of this publication (established 1894). Delivery was made direct to the delegates and others attending NAB's most significant deliberations. Schedule: Air freight leaving Cincinnati 4:43 p.m. (EST), arriving Chicago 5:20 p.m. (CST).

The Billboard has thrown the full weight of its personnel and facilities behind NAB coverage—split between working rooms at the Palmer House and our offices at 155 North Clark Street. The working Chicago contingent: R. S. Littleford Jr., co-publisher and managing editor; Maynard L. Reuter, general manager, Midwest division; Cy Wagner, Midwest radio editor; Herb Bailey and Johnny Sippel, radio reporters—plus editorial staffers Pat Purcell (outdoor editor); G. R. (Dick) Schreiber, executive news editor-Chicago; Herb Dotten, Hank Hurley, Justus Edwards, and Jack Sloane, Hilmer Stark, Ed Grassick, Cliff Strom, commercial radio.

From New York: W. D. Littleford, co-publisher; Leonard Traube, editor-in-chief; Paul Ackerman, radio; Joe Csida, veepee-music; K. (Haps) Kemper, commercial radio.

From home office Cincinnati: Bob Schueler, chief of promotion; Ed Hale, radio promotion.

From Detroit: Haviland F. (Hal) Reves, bureau chief.

Backstopping and handling copy in New York: George Berkowitz, executive news editor; Jerry Franken, radiodesk and features; Leon Morse, radio orgs-unions; Thor Krogh, radio; plus staffers Frank Gill, Bob Francis, Bill Smith, Jim McHugh, Don Marshall, Hal Webman, Ted Wolfram. In Cincinnati: Bill Sachs, executive news editor, and Bob Doepker. In Los Angeles: Sam Abbott, Harold Jovien, Lee Zhito and Al Pischler.

Fear Petrillo Out To Stifle E. T. Industry

Phileo Deal "Scares" AFM

NEW YORK, Oct. 19.—Boost in transcription scale demanded early this week in Chicago by AFM Prexy James C. Petrillo—and which caught nobody but the wax men by surprise —is being interpreted on basis of three factors: (1) Hike is in line with traditional AFM policy, which has always been to raise wax rates and so discourage the entire e. t. business. (2) AFM, while not specifically mentioning the Bing Crosby platter setup, views this seg with alarm and wants to discourage future programs of the type. (3) Petrillo is using the maneuvering with the wax men, may back down from his original demands in an effort to find common ground with them in AFM's war against the broadcasters, especially small stations, chief platter users.

Validity of the latter point was stressed at the Tuesday (15) meeting in Chi, where Petrillo tried to line up the wax companies against the smaller ones. He stated, it's said, that the chief programing expenditure many of these operations see was the cost of wax, and that with

(See FEAR PETRILLO on page 18)

Name Receiver For 'Light' Opera

CHICAGO, Oct. 19.—Latest round in the fight between Irna Phillips and Emmons Carlson over *The Guiding Light* was won in Circuit Court this week by Carlson's attorney, Earle Schiek, in getting a receivership appointed for the soap opera. Receiver is George A. Lane, who will impound all future profits, but probably as a result of the controversy General Mills has announced intention of canceling the show around December 1.

Soaper, which was held in Chi by court order despite recent removal to Hollywood of the other three tearjerkers in the General Mills-NBC hour, is expected to show about $1,000,000 profit since its beginning in 1937. Carlson claims half of this as a partner, but is willing to settle. Court ruled he is a partner, but an issue remains as Miss Phillips filed assets to show she isn't worth more than $75,000 at the present time.

Sponsor, as predicted earlier in *The Billboard*, got tired of the litigation and the resultant publicity and has decided to call the whole thing off as far as it's concerned.

Details of AFM settlement with recording industry at Chi confab will be found in the Music Department of this issue of *The Billboard*.

Vital Industry Problems Face Chi Convensh

Radio Men in Serious Mood

By Cy Wagner

CHICAGO, Oct. 21.—With almost 3,000 registrants on hand, the 24th annual convention of the National Association of Broadcasters got under way at the Palmer House here today in one of the most important meetings in the industry's history. Never before has there been such a need for airing of problems and seeking their solutions. That was the general tenor of talk among early arrivals here from virtually every State in the Union, and even from foreign countries and U. S. territories.

General attitude of those who were on hand for the first day's sessions was this: "We haven't had a real convention since the war began. In that period some of the most vital developments in the trade took place. More are expected to take place this next year. We are at the crossroads and it is up to us to get down to business and attack these problems."

Whereas at past NAB conventions there has been an attitude that the meetings were merely opportunities to get away from the home office and have a little fun and listen to a lot of stuff about which everyone knew the answers, attitude for this one, as exemplified in preliminary conversations, was one of seriousness.

Big Attendance

Proof that the trade sees this convention as an important one was evidenced in the registration figures. Altho a week or two ago 2,500 were expected to be on hand, registrants today approached the 3,000-mark, highest ever to attend an NAB convention. Proof of the importance of this convention to the general public as well as to the trade was also forthcoming. This came in the form of a registration of over 100 working press members, representing national press services, magazines, many important dailies and trade papers.

Among the most important matters to be disclosed were the FCC Blue Book (*The Billboard*, October 21), speeches by Acting FCC Chairman Denny, FM problems, advertising standards and programming. Conventions also were looking forward

(See Vital Probs Face on page 18)

Wm. Green Raps Anti-AFM Bill

CHICAGO, Oct. 19.—The Lea Act, the bill specifically aimed at James C. Petrillo, president of the AFM, was termed "the worst piece of labor law" this week by William Green, prexy of the AFL, of which the AFM is a part. Bitterly assailing the bill, Green said, "This hideous law must be completely wiped from the books."

Green called for the defeat of Representative Lea, California Democrat, but this matter would call for a reelectendment by constituents, as Lea is running without an opponent in the current election.

INDUSTRY SCRUTINIZES BMB

Bureau Seen Facing Crisis; Revision Due

Reports Not Thoro Enough

CHICAGO, Oct. 19.—As a result of general feeling in the trade here that recently published BMB station reports do not supply all information necessary for a comparative analysis of relative value of stations in terms of coverage, ways in which the BMB may be improved were discussed freely here this week.

One concrete suggestion on how the research report could be made more valuable was made by Dave Dole, assistant radio director and chief time buyer of the Henri Hurst & McDonald Agency. Dole, one of the top research experts here, made his suggestions after careful study of the recently released BMB station reports and after talking with many members of the trade here. Dole states that the NAB, AAAA, ANA and BMB Industry Committee and execs should decide a better, more equal way of judging various station coverage maps as determined by BMB surveys and BMB reports. Dole also suggested how this more equal basis of comparison could be made.

Prefacing this suggestion, Dole stated that WOR, New York, was seeing that its BMB map gave it coverage from Georgia to Maine, disavowed the report and stated that it would consider as coverage only that area in which it has a BMB index of 50 or more. This would be the area in which 50 per cent more of the sample stated it listened to WOR at least once a week. He also stated that other station dissatisfaction with the report was indicated by the recent statement of WKY, Oklahoma City, which declared, "We are constrained to disavow the BMB audience map."

Minimum Index

Dole also stated, "It would be simple for WOR to say, 'Okay, we don't claim all this. BMB does. We'll go along with an area comprising only those counties for which BMB reports an index of 50 per cent or greater.' This would probably reduce WOR's area to something similar to its past claims. Instead, the use of a minimum index of 50 per cent for WOR and the use of the completed BMB 10 per cent area on any other station would make the two as a minimum index by other stations would immediately throw out the basic attribute of BMB—comparisons between stations—all stations."

Dole added that a 50 per cent minimum for all stations would not work because, for example, "Applying the 50 per cent minimum to a station like KFEL, Denver, would eliminate 47 of their 58 BMB counties daytime and 41 of their 50 BMB counties nighttime."

Dole's suggestion goes like this: the BMB, thru its industry committee,

(See Industry Eyes BMB on page 15)

The Billboard's **Talent Cost Indices, based on the 'First Fifteen' Hooperatings for evening programs and the 'First Three' Sunday afternoon segs and the week day daytime shows, will appear in the next issue.**

Atomizer Forecast

NEW YORK, Oct. 19.—WHN will have a football fan, not necessarily a football expert, predict football scores. Prognosticator will be William Gaxton, legit actor, who has a financial interest in Charbert's, masculine toiletries firm which sponsors Saturday night *Sports Final* over WHN. Gaxton will wire in his predictions Fridays, and on Saturdays he'll be heckled by Bert Lee and Marty Glickman, who handle *Final*.

Cohen Sees Peace Weapon in Adequate Air Coverage of UN

CHICAGO, Oct. 19.—In his address to the NAB convention Tuesday (22) Ben Cohen, assistant secretary-general of the Department of Public Information, is scheduled to point up the importance of radio as an effective medium of peacetime morale. Stating that "certainly radio has extraordinary means with which to work for peace," Cohen will stress adequate coverage of United Nations' activities with the statement that the UN is the "voice of mankind's conscience crying for peace and security —a concept which radio must make crystal clear thru every kind of program." Cohen will tell the broadcasters, "You can show how closely related is the United Nations to the day-to-day lives of the listeners in your community."

Cohen's line of thought includes the hope "that the NAB will further implement its avowed interest in the UN by getting down to the radio stations thruout the country with respect to their United Nations broadcasts." He will also suggest that the NAB might set up a special committee to serve in an advisory capacity to the United States Radio Liaison Office. Such a committee, according to Cohen, could make program planners aware of the experience of other stations, help formulate new program ideas and generally serve as an agency to help utilize radio in the interests of peace.

Apropos of the need for the UN to establish its own radio network, Cohen will state that an advisory committee is already preparing a report on the subject, with data expected to be ready by November 10.

With respect to the UN broadcasting of the proceedings of the general assembly, scheduled to start Wednesday (23) at Lake Success, New York, Cohen's speech points out that while no vast network has been set up, the broadcasters will nevertheless attempt to bring to as many countries as possible the developments of the general assembly. To this end, cooperation has been extended by the State Department's International Broadcasting Division and the BBC and other radio services.

Broadcasting will be done in five languages, English, French, Spanish, Russian and Chinese. Overseas listeners in Scandinavia, Central and Southeast Europe, the Middle East and Africa will be able to hear daily broadcasts from 1:30 p.m. to 2:30 p.m. and again from 3-7 p.m. To listeners whose native language is Russian, Chinese or Spanish, half-hour broadcasts will be beamed five days a week in their own language. It's expected these broadcasts will be rebroadcast by local radio organizations. Between 8:45 and 10:15 a.m., the Sackville transmitter of CBC will be used to carry a signal to Eastern Europe. Broadcasts in French, Czech and Latin-American countries, will go out over the State Department's international broadcasting division's facilities Monday thru Saturday, 9:15-10:15 p.m.

To sum up, according to Cohen, the proceedings will be on the air about nine and one-half hours daily.

CBS White Collarites Ask 35% Pay Hike; Union Plans N. Y. C. Organization Drive

Union Also Sets 25 Job Classification Categories

NEW YORK, Oct. 19.—United Office and Professional Workers of America (CIO) Thursday (17) presented its demands to the Columbia Broadcasting System. Basically, the union is asking for salary hikes amounting to 35 per cent or, alternately, raises to scales specified in the union's revised job classification list, whichever is greater. Demands drew no comment from CBS, web execs having not yet had time to study proposals in detail. Arrangements for confabs between UOPWA and web execs have already been set for Tuesday and Wednesday (22 and 23). UO plans a city-wide radio drive, with WMCA organized already.

Opening of negotiations Thursday followed a meeting of CBS white-collar staffers Wednesday (16). Meeting adopted a resolution calling for an industry-wide strategy committee, "consisting of representatives from all of the radio stations whose purpose it shall be to act as advisory and coordinating body; to guide and assist the CBS negotiations committee; to mobilize the white-collar staff thruout radio behind the CBS negotiations, and to enlist the substantial support of our national union in support of the CBS workers and the thousands of other radio white-collarites who will be affected by the progress of these negotiations."

Union's revised job classification plan, which covers some 800 people in various departments, contains 25 categories. Salaries called for in the first six months are set at $25 for beginners, $32.50 after six months and $35 after three years. In the top grade salaries specified are $120, $130 and $140 after similar periods of experience.

Contract Proposals

Union's presentation to CBS also included a complete set of contract proposals, other than wages, and the adoption of the job classification plan. Proposals, which contain the statement that department reps recommend that the bargaining committee insists on a union shop, are chiefly these:

(1) A five-day, 35-hour week, with overtime at time and a half.

(2) First consideration on promotions to be given to individuals within the department who possess the necessary qualifications, and among such individuals, special consideration shall be given to seniority.

(3) In event curtailment of work necessitates layoffs, union shall be consulted in advance of notification o employees. If layoffs are necessary, they are to be based on seniority, with last hired to be first laid off. Provision is also made for regaining of seniority rights upon rehiring, and for severance pay, the latter in the following proportion: two weeks pay for up to six months of service; three weeks pay for six to nine months of service; four weeks pay for nine to 12 months, and one week's pay for each additional six months of employment.

(4) No discharges without cause, with arbitration in the event company and union disagree.

Other contract proposals include coverage of such points as trial periods, grievance machinery, disciplinary, temporary work, grievance machinery, sick leave, leave of absence, maternity leave, job training pro-

(See Collarites Ask Hike on page 18)

New Sales Promotion Group Set by NAB

NEW YORK, Oct. 19.—Committee on sales promotion, which will operate as standing sub-committee of the NAB's sales managers' executive committee has been organized, and will start functioning following the NAB convention in Chicago. Heading the group will be John R. Outler, general manager of WSB, Atlanta.

Appointed to membership for the 1946-'47 term were H. Preston Peters, Free & Peters, Inc., New York; Louis Hausman, director of presentation, CBS, New York; Joe Creamer, advertising and promotion director, WOR, New York; Shurich, director of promotion, KMBC, Kansas City, Mo., and John Carl Jeffrey, general manager, WKMO, Kokomo, Ind. Hugh Higgins, NAB assistant director of broadcasting, will act as secretary.

Group's aim is to increase the use and promote the effectiveness of radio as an advertising medium.

Peak Attendance Seen for Chi School Broadcast Confab

CHICAGO, Oct. 19.—Largest enrollment in its 10-year history is expected for the School Broadcast Conference at the Continental Hotel here October 21-23. George Jennings, director of the conference and acting director of the radio council of the Chicago Board of Education, stated that whereas last year's enrollment was 900, this year's is expected to be 1,800, due to greatly increased interest in radio and its use by educational bodies during the past year.

Jennings purposely scheduled his conference during some of the days the NAB conference is to be held here (NAB confab is October 21-25) in order to give AMBer's a chance to hear the educational aspects of radio. He has worked out an arrangement by which those registering for the NAB convention will be able to attend his meetings and whereby registration at his conference will constitute permission to see exhibits at the NAB meeting.

FCC'S AMAZING CP POLICY

NAB Member Tally Breaks 1,000 Mark

CP Increase Main Reason

WASHINGTON, Oct. 19.—For the first time in the history of the National Association of Broadcasters, membership has passed the 1,000 mark, according to the organization's 24th annual report. This does not include frequency modulation broadcasters, until this year an independent organization of some 150 members, now in the NAB. Merger not only created an FM department within the NAB but established a "more nearly united front among broadcasters in meeting their common problems."

Total NAB membership as of October 1 was 1,079, an increase of 371 over last year's membership, which was 708. This includes 833 standard broadcast stations, 35 FM stations, two television stations, three networks and 206 associate members.

According to the report of Secretary-Treasurer C. E. Arney Jr., big jump in membership was due partly to the appointment of Prexy Miller and his "sound and constructive approach to the problems of the industry" and partly to the substantial increase in the number of station licenses granted, indicating that small market stations' activity within NAB resulted in bringing a large number of such outlets into the organization. It was also stated that there is a growing recognition thruout the industry for the need for united industry action on industry matters.

Membership increase has brought a corresponding increase in the association's income. Financial report reveals that total income between July 1, 1945, and August 31, 1946, amounted to $891,966.02. Expenses for the same period amounted to $896,735.58. Excess of income over expenses during that period amounted to $95,230.44. Expenses included the purchase of a new building in Washington last July to house the increased NAB staff.

KLAC Kw. Boost Tightens L. A. Indie Biz Fracas

HOLLYWOOD, Oct. 19.—FCC last week granted KLAC's request for a power hike from 1,000 to 5,000 watts, with change-over to become effective as soon as outlet can secure additional equipment. The forty-second station thus joins ranks of other L. A. indies which have been granted additional power lately.

With added coverage to be gained from upping in power, station will revamp programming structure to keep pace with other top local indies.

CIO Seeks Detroit Station

WASHINGTON, Oct. 19. — CIO's United Automobile Workers are again spurring union participation in radio, this week filing with Federal Communications Commission an application for a 250-watt standard broadcasting station in Detroit. Under the name of UAW-CIO Broadcasting Corporation of Michigan, request asks for daytime ops on 680 kc.

Cap Sportscaster Yens House Seat; Vows to Gab Plenty

WASHINGTON, Oct. 19. — Congressional hulls will echo to bigger and better speeches if Arch McDonald, radio sportscaster, keeps his campaign pledge made to voters this week—and if he gets elected. McDonald, running for a seat in the House from Maryland's Sixth Congressional District, opened his election drive Thursday (17).

McDonald told a democratic rally that his republican opponent, Rep. J. Glenn Bell, has been in office four years and has spoken a total of only 24 minutes on the floor of the house. His longest speech, McDonald said, was only two minutes.

"That is no sign of a hard-working congressman," McDonald told his listeners. "Gee whiz, I couldn't keep quiet that long if I wanted to—and I don't intend to."

WBZ, WBZA Panel Strike Settled; $7 a Week Raise

BOSTON, Oct. 19.—Strike of 31 technicians at WBZ, Boston, and WBZA, Worcester, was settled Monday (14). Strike had forced executives to take over labor workers' pitch in and run the stations from September 24 until settlement date.

According to station manager W. C. Swartley, wage settlement was at a top rate of $90 for a 40-hour week. Included in the settlement was a straight across the board increase of $7 a week retroactive from April 14, 1945, to the date of the walkout. This increase matches a similar pay boost granted Westinghouse parent company workers in April.

Majority of FM Stations Go to Key Cities; Rural Areas Given AM Outlets

Question Economic Wisdom of Licensing Approach

By Our Washington Bureau

WASHINGTON, Oct. 19.—An astonishing trend in which six out of every 10 standard broadcast construction permits are going to communities below 25,000 population while nearly 60 per cent of the FM CP's are going to large cities is underway full-scale, an exhaustive study of Federal Communications Commission grants reveals. Survey, compiled by The *Billboard* on the basis of FCC grants since July 1, shows that FM, originally hailed as a boon to rural areas, is now assuming big-city concentration, while AM, which was figured as having its best future in populous centers, is now truly invading the "sticks." Of 123 AM grants issued by FCC for stations within the continental United States since July 1, 78 went to midget-size communities below 25,000 population, while 31 others went to communities between 25,000 and 100,000, the survey shows. Relatively small balance went to cities over 100,000. Altho FCC observers have been aware for some time that the commish has been handing out AM licenses to down-sized hamlets on an increasing scale, analysis of the grants since July 1 shows the trend far steeper than shown in the piecemeal reports. The disclosure overshadows another interesting finding in the survey—the fact that FCC has been issuing FM grants at a ratio of two and a half to one for AM.

Already emerging as a big question mark to radio economists is the fact that among recent grants is a 250-watter to Moses Lake, Wash., where there are 326 residents, or Oyster Bay, La., which has a population of 466. The flood of grants to small communities included such others as the following: a 1 kilowatter for Crew, Va., which has 2,048 residents; a 250 watter for Shelby, Mont., which has 2,630; a 250 watter for McMinnville, Tenn., population 4,469; Glendale, Ariz., population 4,855; Deadwood, S. D., population 4,100; Richfield, Utah, population 3,524; Alpine, Tex., population 3,866; North Wilkesboro, N. C., population 4,478; Oakhill, W. Va., population 3,213; Clinton, N. C., population 3,587, and Stamford, Tex., 4,810.

CP's for Sticks

Six of the AM grants in the last four months went to hamlets under 2,500 population; 14 others went to communities between 2,500 and 5,000 population; 38 others went to communities between 5,000 and 10,000, some of which already had other stations; 13 went to cities between 10,000 and 15,000 population; 12 went to communities between 15,000 and 25,000; 6 to cities between 25,000 and 50,000; seven to cities between 50,000 and 100,000, and only three to cities above 100,000. Expectations are that FCC bigwigs, when they take a recount of their broadcast grants, may create surprise at the number of grants to communities below 10,000 in the last four months. One-third of the entire total.

FCC in a compilation skedded for release Monday (21), shows its stepping up of AM grants. Meanwhile, the pace of FM license issuances is at the same high, with commish policy seemingly reversed in favor of metropolitan communities over rurals. Prominent FM winners on re-

(See Most FM Stations on page 16)

Commer'l Radio Due for India

CHICAGO, Oct. 19.—Prospects of early commercial radio for India were foreseen this week by Peter De Peterson, manager of the J. Walter Thompson Calcutta office. Outcome rests on attitude of the new national Indian government, which is said to be favorable to commercial radio against the present system of BBC control.

Development of an all-India radio web is definitely in the offing, according to De Peterson, altho the language situation presents real problems, as does the fact that station owners are widely scattered thru various language belts.

India is open for radio sales, De Peterson declared, citing success of the former commercial station located in Bengali, French Indo China. Station beamed to certain parts of India and built up a good following.

Webs Call Industry Which Meets on AFRA Campaign To Organize All Affiliates

Negotiations Postponed Till After NAB Convention

NEW YORK, Oct. 19.—AFRA's insistence that networks stop feeding shows to outlets which refuse to negotiate with the union—one of the knottiest problems in contract discussions—will be aired at a special meeting Monday (28), called by the webs. Powwow will include AAAA reps, AFRA execs from outlying regions and network brass. It's known that AFRA is adamant, not only on the point that webs stop feeding recalcitrant stations, but also in its demands that one contract be signed for the entire country and that the Pacific Coast differentials be eliminated. Regarding use of the webs as a lever to force outlets into line, the union feels that only such support it can really organize the country. As of now, only 124 out of more than 900 commercial stations in the country are signed to AFRA pacts.

Union back in 1944 made up its mind on all three points mentioned above, but was loathe to press for a showdown during war years. Insiders say all stops are pulled now.

Prior to the webs calling of a special confab, the last step in the negotiations was made by AFRA, which offered a counter-proposal to the networks' offer of a 10 per cent wage increase. Offer, however, was with a string to the union's demand for a 35 per cent wage increase.

Regarding AFRA's position that outlets must negotiate, union feels it

(See AFRA Adamant on page 18)

MBS in Hypo Move For Coast Programs

HOLLYWOOD, Oct. 19.—A step in the drive to hypo Mutual's Coast originations was made this week with the appointment of Ned Tollinger as program co-ordinator. Tollinger will act as Mutual co-ordinator here, working with Don Lee's program director, Charles Bulotti Jr. He will have supervision over a total of 72 quarter-hour shots now originating in Hollywood for Mutual's 349 stations.

Tollinger was formerly an NBC producer in Hollywood and more recently on the production staff of Young & Rubicam's Hollywood office.

THE CROSBY STORY

NBC Opposish To the Larynx On Weak Side

"Tweedy" Not in Same Class

By Paul Ackerman

NEW YORK, Oct. 19. — NBC Wednesday night programing opposite ABC's *Pot o' Gold*-Bing Crosby-Henry Morgan parlay has plenty of weak spots—certainly enough to give the senior web cause for serious concern. Immediately opposite Bing in the 10 p.m. slot is *The Fabulous Dr. Tweedy*, with Frank Morgan in the lead role, that of a harassed academician with a penchant for getting involved in so-called comical situations. Wednesday (16) show was singularly lacking in boffs despite the usual enthusiasm of the studio audience. In fact, the only funny element in the set was Morgan's nutty laugh, and this vocal curiosity lost its novel appeal long ago. Program's story line, involving attempts of Tweedy and other professors to get to a ball game and the delays and mishaps which befell them, was just a routine effort on the part of Robert Tiley Crutcher and Rik Vollaerts, scripters. Production, under the supervision of Z. Wayne Griffin, was timed well and had pace, but with a basic lack of strong comedy material, the seg was sorely handicapped.

Commercials for Pall Mall on the (See NBC OPPOSITION on page 14)

NBC Opposish

Station—WEAF (NBC network). Program—"Dr. Digby Adcorn." Sponsor—Bristol-Myers. Time—9:30-10 p.m. Agency—Doherty, Clifford & Shenfield. Program—"The Fabulous Dr. Tweedy." Sponsor—American Tobacco Company (Pall Mall). Time—10-10:30 p.m. Agency—Foote, Cone & Belding. Program—Kay Kyser's College of Musical Knowledge. Sponsor—Colgate-Palmolive-Peet Company. Time—10:30-11 p.m. Agency—Ted Bates, Inc.

Hash Opposish

NEW YORK, Oct. 19.—Airing of the Crosby seg at 10 p.m. in the East and at 9-9:30 p.m. in the Central, Mountain and Coast zones plays waxwork with the opposition of the major webs, according to observers here.

NBC opposition to Crosby, for instance, is *Fabulous Dr. Tweedy* in the East and Central, but in the Mountain area the senior web's opposish at 9 p.m. is the repeat of the Chesterfield *Supper Club*, NBS opposish on Coast at 9 p.m. is the repeat of *Mr. and Mrs. Mysto*.

CBS opposish is similarly scrambled. In the East and Central it is the Squibb opus, *Academy Award Theater*. In the Mountain area the opposish includes Lowell Thomas for the first quarter hour and the Jack Smith Show for the second quarter. On the Coast the repeat of the Jack Carson seg bucks Crosby.

Crosby Premier Sock Radio With Some Loss in Fidelity

By Jerry Franken

NEW YORK, Oct. 19.—Radio's newest, and one of its most significant commercial program developments since the late George McClelland first conceived the idea of advertising merchandise on the air, was introduced Wednesday (16) when the transcribed Philco-Bing Crosby program, *Philco Radio Time*, made its debut over the American Broadcasting System (10 p.m. EST). Few programs, if any, in the history of the business have been subject to so much discussion and ballyhoo as the Groaner's new project. Its significance derives not only from its importance as a measure of how successfully a stellar program may be put on wax and whether there is any public resistance to such programs, but also whether it will be the forerunner of many such shows. In turn, this latter element raises a highly important question. That question is: If recording big-time programs becomes the custom, what happens to the entire network structure of radio as it is now constituted?

Credits on Crosby "Philco Radio Time Program"

Reviewed Wednesday, 10-10:30 p.m., EST. Style—Transcribed variety. Sponsor—Philco Corporation. Talent—Bing Crosby, Lina Romay, the Charioteers, Skitch Henderson, John Scott Trotter ork, Ken Carpenter; Bob Hope, guest. Writers—Bill Morrow, Al Lewis, Larry Clemmons. Producer-director—Murrow and Murdo MacKenzie. Agency—Hutchins Advertising Company, Inc. Station—WJZ (ABC network).

Program—"Pot o' Gold." Sponsor—Lewit-Howe Company. Time—9:30-10 p.m. Agency—Roche, Williams & Cleary, Inc.

Program—Henry Morgan. Sponsor—Eversharp, Inc. Time—10:30-11 p.m. Agency—How Company, Inc.

But from the standpoint of programing alone, without regard to the overtones of Philco-Crosby venture, the story is simple. It sums up to the effect that the initial stanza was as soft a half hour as Crosby ever gave his listeners when he worked in the flesh for Kraft Cheese. All the Crosby qualities—the classic, casual, off-hand style in delivery; the nonpareil vocalizing, and above all, in his crossfire with his cinematic sidekick, Bob Hope, guesting for the preem, the same ad libbing and clowning for the script, all were there. Wax or not, it was Crosby, and that means top radio. And the old showbiz axiom still applies; the show's the thing.

Only in one respect was it noticeable that the program had been platterized. This came whenever a piano became dominant in the (See CROSBY PREMIER on page 14)

Entire Trade Eying Bing's E.T. Challenge

(Continued from page 3)

like *Dr. Tweedy*—American Tobacco's show opposite Bing—for too long:

AFM Seen Entering "Mechanical" Picture

At least one branch of radio's labor picture is keeping close tabs on the Crosby show and the others likely to follow. That is the American Federation of Musicians, which has had a policy of fighting the mechanization of music for many years. More waxed shows might very well have a detrimental effect on musicians' employment. In turn, this might mean demands for new pay hikes for musicians employed by webs, stations and pancake manufacturers. Similar developments in the AFRA field are not impossible, either.

But the one over-all question which only time can answer is the effect such e.t. programs may have on network radio as it is known today. The underlying reason for the network taboo against transcriptions—a taboo broken by ABC's Crosby precedent—has been the fear that such shows might destroy, or seriously damage, the network structure. For if a sponsor can buy several hundred stations with one transcription, he can buy that same number of stations without telephone connections merely by buying a platter for each station. Why, then, a network?

The "Crosby Story" is a long way from completion.

Few Listeners Affected by E.T. Element

NEW YORK, Oct. 19.—Public opinion on the Crosby program taken by C. E. Hooper, Inc., by arrangement with *The Billboard*, indicates that the transcribed nature of the show scarcely affected its appeal to listeners. While not using the term "transcription," in order to avoid giving interviewees a negative suggestion, two questions, calculated to bring out such complaints had they existed, were asked. These were, "Does this program sound better than or not as good as other Bing Crosby programs?", and "Have you any other comment?"

Most answers to these questions expressed very strong liking for the show. Some of the more interesting answers to the first question above were as follows:

"He is always tops"; "Clear and good"; "Different from his other, but it is good"; "Sounds as tho it would be better than ever"; "Bing always good."

In answer to the second query, the following were among the more interesting words differently but like him just as well"; "Better balanced"; "Don't like comments on Pittsburgh Pirates"; "Always good, exceptional tonight"; "Omit Bob Hope"; "Bob Hope made the program"; "I've been waiting a week for this."

One listener observed that, "The first five minutes were very tinny, being transcribed, but the condition (See Listeners Satisfied on page 15)

CBS Grunts But Loses to Crosby Groan

Stars Fail To Twinkle

By George Berkowitz

NEW YORK, Oct. 19.—The haughty matron of Madison Avenue tried hard to ignore the presence of the brash upstart who had crashed the Wednesday night (16) party, but it was a lost cause. The uninvited, unwelcome guest not only had the crust to intrude, but made Columbia's star-studded line-up look like a bunch of fair-to-middlin' mikesters on an average evening.

It wasn't that CBS didn't try. To beat Crosby, for the evening, the web lined up a flock of celebs, names which generally send the dial twisters into paroxysms of anticipation. Including Frank Sinatra, Dinah Shore, Peter Lind Hayes, Lilly Pons, John Garfield, Charles Jackson, Oscar Levant, Franklin P. Adams, John Kieran and Clifton Fadiman. But you could tell that the hearts of Paley's boys weren't in it. They knew they were licked before they entered the fray and they were in there to put up a fight, not because they hoped to win, but because they wouldn't give up without a sign of (See CBS GRUNTINGS on page 14)

CBS Opposish

Station—WABC (CBS network). Program: Dinah Shore Show. Sponsor—Ford Motor Company. Time—9:30-10 p.m. Agency—J. Walter Thompson Company.

Program—"Academy Award Theater." Sponsor—E. R. Squibb & Sons. Time—10-10:30 p.m. Agency—Sutor, Cornell & Newell, Inc.

Program — "Information Please." Sponsor—Parker Pen. Time—10:30-11 p.m. Agency—J. Walter Thompson Company.

Radio Editors Laud Preeming Crosby Program

Early samples of daily paper radio editor reaction to the Bing Crosby debut show were highly favorable. In New York, for instance, Harriet Van Horne (*World-Telegram*) hailed the show as being "Bing at his best." She added, "There's little you can say about a Crosby program that isn't redundant. He is—O worthy cliche!—absolutely wonderful . . ."

In *The New York Daily News*, Ben Gross noted that "A revolution in programing came to radio . . . Crosby's first transcribed sample was a breezy, throaty entertaining item. Bing is still Bing, even if his voice is not what it was years ago. . .

"Now comes the question. If the listeners hadn't been told that this program was transcribed, would they have known it wasn't a 'live' show? In my opinion, the answer is: No. After all, it was a 'live' performance when it was recorded. So, basically, what's the difference?"

Si Steinhauser, veteran radio columnist of *The Pittsburgh Press*, noted (See Eds Laud Preeming on page 15)

.....CHAPTER BY CHAPER

MBS Weakest Of Webs at Bing's Time

No Competish for Groaner

By Joe Csida

NEW YORK, Oct. 19.—Crosby's rating figures to be little affected by Mutual's new Sunday 9:30-10 p.m. opposition. Spotted against Der Bingle in the 10-10:30 slot on about 120 stations on the net is the unsponsored *Author Meets the Critic*, which by now standard "literary" segment should continue to attract its own fairly limited audience and neither lose too much to, nor gain from the Philco item. On WOR, in this same slot, is the new Scalamandre *Concert Hour*, a middlebrow, longhair music offering appealing to the limited but loyal non-pop mob. In the 10:30 to 11 stretch Mutual usually airs dance ork remotes, but when caught (16) an Alfred E. Smith memorial limner, featuring a talk by W. Averill Harriman, was carried. WOR carries the solidly established symphonette in this spot.

Directly ahead of Crosby's time, 9:30 to 10 on both WOR and Mutual, is the Xavier Cugat *Spotlight Band* Coca-Cola shot. Cugat's lush, concert-tinged arrangements and his selection of standards, rather than straight pops, may build a batch of

(See MBS OFFERING on page 15)

MBS Opposish

Station—WOR (MBS network). Program—"Spotlight Bands" (Xavier Cugat). Sponsor—Coca-Cola Company. Time—9:30-10 p.m. Agency—D'Arcy.

Program—45 min. before "Concert Hour." Sponsor—Scalamandre Silks, Inc. Time—10-10:30 p.m. Agency—Century.

Heard over WOR. One hundred and twenty web stations carry unsponsored "Author Meets the Critics."

Philco Ad Agency Plans Merchandise Push in November

NEW YORK, Oct. 19.—Hutchins Advertising Company, Inc., agency handling the Philco account, will stress heavily the merchandising angle in its promotion of the Crosby seg. Campaign will get into high gear in November and succeeding months, at which time Philco's production of receivers, etc., is expected to roll into high. Particular angle is that it is not only selling a radio program but merchandise as well.

Bally will therefore be on the dealer tie-ins, window displays in department stores, etc. Radio, it is widely believed, will not be used for this phase of the campaign.

First in a series of merchandising tie-ups has already been planted in Macy's window in New York, which contains a display plugging Crosby's Paramount pic, *Blue Skies*. Hutchins arranged a deal with the Para ad promotion department, with result that window also includes a Philco radio.

(See Philco Mdse. Push on page 15)

Exclusive Hooper--Billboard Survey Charts Bing's Audience

NEW YORK, Oct. 19.—First nationwide survey of transcribed program of top network caliber, Bing Crosby's opening Philco seg on ABC, was completed for *The Billboard* by C. E. Hooper, Inc., with the purpose of checking the flow of audience and listener reaction to transcribed nature of the show. Results, as tabulated on the basis of the Wednesday (16) seg, which grabbed a 24.0 Hooperrating, indicate that in the minds of the great majority of listencrs, the fact that the show is transcribed has virtually no negative effect on the program's appeal.

Statistics also indicate that of the total audience listening to Crosby on ABC, the greatest audicnce flow came from NBC, whose *Mr. District Attorney*, 9:30-10 p.m., contributed 29.9 per cent of the Crosby audience. ABC's *Pot o' Gold* contributed 29 per cent, whereas the CBS Dinah Shore-Ford seg contributed 17.3 per cent. MBS' *Spotlight Bands*, which was carried on most, but not all of the web's stations, contributed 4.7 per cent.

Remaining 19.1 per cent listening to Crosby had their radios off prior to the show.

Questions asked of those interviewed will be found in an adjacent column. It will be noted that questions No. 5 and 6 deal with the fact that the program was waxed. However, the questions themselves were specifically phrased so as to avoid use of the word "transcription," purpose being to avoid implanting even unconsciously, a negative reaction in the mind of those interviewed. On the other hand the phrasing was calculated to bring out whatever squawks interviewees might have had with respect to transcriptiona —either from the standpoint of reception or other weaknesses which some feel are inherent in e.t.'s. Among these is the disputed point of topicality, which, according to one theory, cannot be present in a program recorded some weeks before it is aired.

Answers to the questions dealing with the e.t. element came out as follows:

Of those interviewed, 75.4 per cent indicated that the program source meant virtually nothing, typical answers being: "Just as good," "better," "same" or "no difference," "wonderful," "about the same," "same," "no difference," "wonderful," "about the same."

Another 17 per cent gave such replies as 'don't know," "too early to tell," "can't tell," "haven't decided."

Another 7.6 per cent gave answers as "not so good," "don't care for transcriptions," "doesn't sound as well," etc.

Of the total number of respondents, Hooper states, only 4.5 per cent identified their reaction to the program with its transcribed nature. Of this small percentage, most of the reactions were negative.

Apparent lack of negative reaction of transcribed nature of Crosby show is highly significant fact that is understood by radio, indies, advertisers and agencies. And perhaps for the FCC. Major webs have always maintained a stringent clamp on wax. Reasons for this have been various, paramount fact that in some quarters it's believed excessive use of wax might very well result in a break-

(See Exclusive Hooper on page 15)

Survey Questions

Herewith are the questions, followed by the answers, asked by interviewers for C. E. Hooper, Inc., in the special Crosby study made for *The Billboard*:

THE QUESTIONS

1. This is a nationwide radio survey. Were you listening to your radio just now?

2. To what program were you listening, please?

3. What station, please?

4. A. Asked during the 10-10:15 p.m., time period: Were you listening to the radio between quarter of 10 and 10 o'clock, that was about 15 minutes ago. If yes, what station, please?

B. Asked during the 10:15-10:30 p.m., time period: Were you listening to the radio between 10 and quarter after 10, that was about 15 minutes ago. If yes, what station, please?

5. Asked of all persons listening to Bing Crosby or the station carrying the Bing Crosby program:

Does this program sound better than, or not as good as, other Bing Crosby programs?

6. Asked of all persons listening to Bing Crosby or the station carrying the Bing Crosby program:

Does this program sound better than, or not as good as other Bing Crosby programs?" and "Have you any other comment?"

THE ANSWERS

To the questions: "Does this program sound better than or not as good as other Bing Crosby programs?" and "Have you any other comment?"

75.4 per cent gave such replies as "just as good," "better," "same," "no difference," "wonderful," "about the same."

17 per cent gave such replies as "don't know," "too early to tell," "can't tell," "haven't decided," etc.

7.6 per cent gave such replies as "not so good," "don't care for transcriptions," "doesn't sound as well," etc.

NOTE: Of the total respondents only 4.5 per cent identified their reaction to the program with its transcribed nature. Of these, 3.7 per cent were negative and 0.8 per cent favorable.

HOOPERATING
24.0

Film Producers and Stars See E. T.'s as Welcome Boon

HOLLYWOOD, Oct. 19.—Transcriptions are opening a heretofore untapped talent pool by making available pix names who heretofore shied away from radio. Flicker circles, abuzz since Bing Crosby first sealed his wax deal with Philco, are now hot for waxed air packages. Groaner's kick-off spin Wednesday was an eye-opener to many flicker folk who would welcome a similar set-up. Some already have their biz reps putting out feelers, and chances are the next big show on wax will bring in a pix player relatively new to regular radio. Some trade seers say that if the trend turns c.l.-wise, there can look for an air-talent upset. They predicate this on the fact that a number of screen topsiders will invade the air radio field, giving bankrollers more names from which to choose. Such a situation could result in pix deals. lowering of the price par on the talent market.

Many recurring flicker-famed have heretofore steered clear of both live and canned radio for a number of reasons. Aside from a reluctance to guest shot, many filmsters have been mike shy because weekly broadcasting would cut into their pix schedules. Others need more rehearsal time than radio permits. Altho studios welcome free plugs, pix bosses have tried to discourage season radio contracts because players could not be used at short notice for retakes, location shooting, etc. Also, time lost in radio rehearsals and broadcasts run into heavy coin for pix corporations.

In numerous instances studios have refused to allow their top names to undertake regular radio stints because the risk was too great. Millions dollar properties could be ruined box office-wise should mike-green thumbs turn in below-par performances. For the same reason, screen players themselves have often turned down on airshow offers. If radio can make use of "motion picture techniques" (which means cutting down on airshow time) and so that the final product nears perfection, then both studio bosses and screen Thespes are in favor.

Open-end e.t.'s have long been nixed by studios to the extent that the Motion Picture Producers' Association recently banned use of pix people even on canned interview segs. Since studios don't know who the bankrollers would be, they don't like to take the chance of having valuable talent properties to a possible "undignified" sponsor. A single national sponsor on wax is the solution as far as they are concerned.

Stars Agree E. T.'s Better Than "Live"

Benny, Burns, et al., Vote Yes

By Lee Zhito

HOLLYWOOD, Oct. 19. — After bending an ear to the Crosby kick-off platter, the majority of Hollywood's air show talent toppers are hot for wax. Headliners surveyed by *The Billboard* agree the Groaner's got something there, with most of them indicating a desire for similar deals. Some would like to hang on the fence for a while, saying it's okay for others, but not for their program formats.

Some in the trade think if talent wants wax badly enough, radio per-

(See STARS AGREE on page 11)

PHILCO SETS BAY RECORD

Crosby Show Gets Million-$ Ad Budget

All Media Used in Drive

HOLLYWOOD, Oct. 19.—Never before in radio history has an air show received so much ballyhoo as Bing Crosby's wax fling for Philco. Actual figures on over-all promotional campaign are not available, since the network, individual stations, manufacturer, distributors, dealers and Paramount Pictures are pooling sources in an effort to give the Groaner his biggest air audience to date. Some close to the story evaluate the joint drum-beating campaign at well over $1,000,000. Philco has turned over its entire black-and-white ad schedule to Crosby, hitting all the major national publications with full-page spreads. Philco distributors bought space in daily newspapers throout the country to plug the kick-off program, with dealers also turning over their space to the Crosby cause.

In this area Philco's distributor, Gough Industries, Inc., intends to spend $50,000 before the first of the year in boosting the show. Wednesday, newspapers here, with exception of *The Times* and *Examiner*, were flooded with ads on the Groaner, indicating what can be done when a web, sponsor, distributor and dealers decide to get behind a program. *Times* and *Examiner* were comparatively weak in Crosby spreads because sheets follow a policy of keeping air-show ads down to a couple of inches. *Daily News*, however, and community newspapers like Bingle-wood Citizen *News*, were practically taken over by Crosby ads. Big spreads were purchased by ABC, Philco and Gough, with dealers' smaller ads hitting readers on nearly every page.

Philco is sinking between $30,000 to $35,000 per week into Der Bingle's show and can't afford to skimp on promotion. Distributors and dealers have been laying off their black-and-white ad budgets because product deliveries have yet to reach their peak and what is shipped in finds ready buyers. Show's kick-off gives them a good excuse to make a big splash now, tying in radio sets with Crosby.

Paramount Busy Too

Paramount can't afford to let one of its most valuable talent properties fall thru radio-wise, lest the slump show up at the box office. Pic company has worked out a deal with Philco on ad tie-ins plugging the Groaner's airer. Working arrangement is so close that once Philco gets off its Crosby drum-beating spiel, it will use the flicker factory's other stars in testimonial ads, returning the Crosby favor by plugging future Paramount releases. These will be carried over into dealer window-counter displays.

ABC is working hand in hand with Philco in the West in staging stunts aimed at pulling potential listenership to ABC outlets. Johnny Parsons, Philco Coast promotional chief, is holding a contest among the net's affiliates, promising an award of a radio set to the station promoting man who does the best job. Indicative of what's being done, KUTA's (Salt Lake City) Al Thomas is staging a four-night contest linking college kids and a shirt-making contest among town's fems. Loudest shirt is to be flown here for Bing. A silly was pulled by Harvey Hawkins, KGA, Spokane, with Spokane's mayor officially proclaiming last Wednesday "Bingsday." Spokane is Crosby's home town.

Loudest drum-beating campaign for an air show ever to hit Hollywood was pulled by ABC's Coast promotional chief, Jack O'Mara, aimed at both the public and the trade. To

Pre-Fabricated Showmanship

By Leonard Traube

IF IT proved anything at all, the Bingsday program established that the show isn't worth a hoot without Der Bingle himself to spark it, and that Crosby would be just another performer if he weren't one of the greatest showmen of his day. There may be better balladeers and troubadours, but Crosby came thru on this shot (as he has done time and time again) as something more than a mere singer with a socko style whose manner suggests that he really likes what he's doing.

He's a tougher to figure being a helluva lot more than a guy with magnetizing pipes and a sure-fire brand of high-jinxed repartee and patter. If the Bing were a lousy magician, his line of chatter would sky him into what passes for greatness in this thing called show business. Crosby is something you buy with your eyes shut-tered. Crosby is showmanship at its distilled best.

But beyond all this is the intent and impact of waxed programing—and the intent, however lofty and important, can never hope to get anywhere without the impact of Crosby himself, plus his choice of playmates such as the superlative thing a gent like Bob Hope adds as fillip-plus to a show. Maybe even Spike Jones, No. 2 guester in the transcribed sweepstakes, will be a better Spike when he welds his zanyisms with Crosby's.

Riding herd on the impact is prefabricated entertainment—the kind of set-up that's taken for granted because it's so indigenous to movies. Films have been at it for a long time, but the Bingsday thing is the first king-sized approach to what radio may have to do to accomplish its entertainment objectives in a way that will set a pattern for future moviemakers.

There are not too many Crosbys around, but with the inproved techniques of e. t. programing that will surely come, fissioned by the know-how and savvy of which Crosby may be accepted in time to come as pioneer, there need not be a personality to make entertainment more lush. It could be—and probably will be—that the personality will be subordinated to the show as a show. The greatest plays are great, fundamentally, because the writing is great. The Joe Jeffersons, et. al., who breathed more life into them may be said not to have done them any harm.

Crosby adds velvet and dividends every time he goes to bat. Is it his infectious informality? His cleverly contrived nonchalance? Whatever it is, the men who claim a share in making radio tick will be left way behind in the program procession if they don't give at least a little ear to the big noise sounding all around them. They might be accused of trying to commit first-degree program formaticide.

311 Crosby Outlets

NEW YORK, Oct. 19.—final figure ranging between 400 and 450 stations is expected for the Crosby-Philco series, but as of the maiden broadcast Wednesday (16), station list rests at 311. Of these, most are ABC affiliates, with 217 ABC stations so far set for the program. Web has 224 stations as of this date. Hutchins agency, which handles the account, is now working on time clearances for many more.

Crosby list breaks down as follows:

ABC Affiliates	217
CBS Affiliates	22
MBS Affiliates	38
NBC Affiliates	12
Independents	12
Total	311

Wayne U. Students Help WXYZ in Crosby Build-Up

DETROIT, Oct. 19.—WXYZ, ABC outlet, gave the Bing Crosby debut Wednesday night an energetic kick-off locally with a novel touch added to the usual promotional gimmicks of ads, radio plugs, publicity, etc.

Fifteen Wayne University students carrying signs reading "Bing is back tonight and every Wednesday, 10 p.m., WXYZ, sponsored by Philco," were spotted at strategic locations thruout the city. Each had a portable radio going full blast, tuned, of course, to WXYZ. They gathered wherever crowds congregated. Enthusiastic collegians even rode busses and crowded street cars with varied degrees of reception from transit officials.

Students were paid.

get the point across to film city's radio row, ABC last Wednesday virtually took over the Hollywood Brown Derby, radio biz hangout. Walls, usually bedecked with caricatures of flicker and radio toppers, were plastered with Crosby cartoons. Each visitor received a dime, 1,000 was covered with Der Bingle's likeness. NBC toppers walked in, squirmed and did an about-face out of the spot.

O'Mara is blanketing L. A. and San Francisco areas with 10,000 sticker-bearing pennies, carrying Crosby message. Additionally, streamer planes, trailed after dark, will spread the ABC tune-in gospel every Wednesday for next couple of weeks.

Nat'l Mags, Dailies, Disks Used by ABC

Stations on Their Own

NEW YORK, Oct. 19.—Promotion for the Bing Crosby-Philco show over ABC Wednesday nights went into high gear the week prior to seg's debut (16) with ABC and Philco filling the air with blurbs and buying big space in dailies and national magazines. ABC service to affiliates included an elaborate brochure outlining audience promotion gimmicks and supplying suggested quarter-hour scripts plugging the show, plus mats, glossies, etc. The works, in short. Web's bally, while using Crosby as its heaviest ammunition, also stresses the Wednesday night parlay, with the brochure also including ads pointing up the *Pot o' Gold* and Henry Morgan.

Transcription-wise, two sets of promotion disks were prepared by ABC. First set includes snatches of Crosby singing. Local stations used the disks, with local announcers coming in with blurbs at the conclusion of the Crosby vocalizing. Second set of disks made by the web for station use presented Der Bingle chatting a bit of chatter, with local announcer again cutting in with an audience come-on.

Space campaign of the web included large ads in all important show business papers and ad mags as well as ads in *Saturday Evening Post* and *New Yorker*. Web figure it reached 14,000,000 potential listeners thru the *SEP* space taken in the October 26 issue. Another ad will run November 2. Two ads were as scheduled for the *New Yorker*, the first of which appeared last Friday (11) with the next slated to pop in two weeks.

Dealer Aids

Web is following thru on other promotion angles, including manufacture of more than 2,000,000 er velope stuffers to be distributed by final Philco dealers. These carry the blurb, "Bing Is Back and Philco Got Him." There are also car card with individual station call letter poping up Wednesday as Bingsday.

According to Ted Oberfeider, AB exec, what the stations do on the line verge of local exploitation is strictly up to them, but as of no indications are that the outlets are co-operating closely on their use the web's promotion service. We too, on Sunday (13), devoted Pa Whiteman's one-hour show to a Cro by-white.

Question of how long ABC will keep up the bally is a moot one, b Oberfelder expects it to continue f a long time, dependent, of course, o how the seg shapes up in listener appeal.

One factor will be the success lack of success which will attend t bally efforts of other webs opposi the ABC-Wednesday night time cla The NBC, for instance, plotted a t six campaign (*The Billboard*, Se tember 14) to plug its Wednesd night schedule of *Duffy, Gildersleev* Frank Morgan, Kay Kyser and *A District Attorney* in opposition to t ABC parlay. This gimmick of limiting the segs was deemed necesse because Crosby is heard at differ

(See ABS Uses 'Em All on page 1

Stars Agree E.T.'s Beat 'Live'; Benny, Burns, et al., Vote Yes

(Continued from page 9)

sonalities could offer bankrollers a year-round deal whereby shows would be plattered for 52 weeks for the same money now paid for 39 live shows. No hiatus period would be necessary, thereby sparing sponsors the annual headache of putting together summer replacements. While such a set-up looks good on the surface, nearly all the personalities queried say no. Talent thinks summer rest is good for audience, giving shows fresh appeal when they come back in the fall.

Talent Reactions

Cross section of talent's feeling toward wax is provided in the following statements:

Jack Benny (NBC): "Transcriptions are good for Crosby or any musical show, but not for comedy. I don't feel funny trying to write four or five shows ahead. However, I will go along with the trend if many others follow the Crosby pattern."

George Burns (NBC): "I heard the show and think the idea is terrific. The advantages of editing out flaws and building perfect shows are something you can't overlook. Since I'm still under contract, it's not up to me to say; but if I had my choice, I certainly would take transcriptions."

Eddie Cantor (NBC): "At present I haven't made up my mind one way or another as to preference. However, I like to feel that a home audience is listening when I broadcast."

Lou Costello (NBC): "I like Crosby's deal, since the artist has a better chance of making a perfect show. If a show or parts of it are bad, you can re-record. I think the transcribed medium can work as well with comedy as with any other kind of a show. Transcriptions also make it easier on us when we are shooting a picture."

Joan Davis (CBS): "It's a great idea, but I don't mind live broadcasting. I'll do what the others do when the time comes. Of course there are advantages and disadvantages to both."

Dick Haymes (CBS): "Who am I to doubt the old master? If Crosby can prove the idea is sound I will go along by all means. I would be willing to cut 52 shows per year if required. The transcription idea appeals to me because of the freedom it offers. You can record when you feel like it, and they would be a welcome break when making a picture. The thing gets difficult when you have to squeeze broadcasts into busy film schedules."

Bob Hope, Too

Bob Hope (NBC) is reportedly in favor of platters. Out of town at this time, sources close to the comic say he has indicated a desire to wax his wares. Since Hope carries a heavy plx sked, some think the platter plan would be a natural for the funnyman.

Art Linkletter (CBS and NBC): "There's nothing I'd like better than to transcribe my show. I'd run over-time, then trim out any lulls so that the show would go like sixty from the start. But I'm afraid our format, *People Are Funny, House Party*, doesn't fit recordings. People listen because they expect someone to slip up. If our show came on transcribed, listeners would feel stunts are put-up jobs. I think the studio audience also would be affected. When an audience knows the show is actually going out on the air, it's far more responsive."

Ozzie Nelson (CBS): "Transcriptions lead to sloppiness. If you know 'this is it,' you try your best, but if there's a feeling it can be done over, the old spirit isn't there. I vote for live broadcasting."

Dinah Shore (CBS): "Bing can afford to pioneer because he is king. By transcribing a show you can have the best choice of guest stars because shows can be recorded when the people you want are in town. The idea of achieving perfection is very appealing. But then I think there's a certain amount of spontaneity that is lost when the artist feels the show can be re-recorded if something should go wrong."

Frank Sinatra (CBS). "Transcriptions are definitely the coming thing. I hope Crosby is successful because he's paving the way to make it easier for others. I think it's only a matter of a year when e.t.'s become a regular thing for big shows. As nearly all of us experienced in doing the command performance transcriptions for servicemen, recorded shows are perfect. You can cut out fluffs, gags that didn't go over, etc. I don't like the idea of cutting e.t.'s too far in advance, mainly because I want to sing tunes on each week's show that are currently popular. I probably would never do more than two records in advance."

Rudy Vallee (NBC): "I'm happy with live, but if I had my choice I'd take transcribed. There are many advantages afforded by the recorded medium which make for better shows."

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Pledge

FOR

TOMORROW

Mutual is *twelve*... and in twelve years we've had time to *do* and to *learn* a lot of things about network broadcasting. What we've done is history. What we've learned is more important—how to become a better network—by living up, better, to our responsibilities to our listeners; providing opportunities to artists and writers; by delivering improved service to our stations, sponsors and advertising agencies. This, then, is our Pledge for Tomorrow. Happily, we have the experienced people to carry it out. Many of our men and women have been with us for years—others only a comparatively short time—but they are all alive to our responsibilities, they all stand behind our Pledge.

THE LISTENER AND ARTIST

Always we have worked to give our listeners an ever-widening choice in listening in public service and educational as well as sheer entertainment programs. We will continue to seek out and develop new programs, to attract top-name artists and writers and to encourage new ones. And we'll continue to give right-of-way to free speech.

We have another responsibility: to bring network radio to communities which had never had it on a satisfactory basis. That is why we've added so many stations—become the network with the most one-station cities. We will continue adding until we reach all the people.

FOR SPONSOR AND AGENCY

Our No. 1 goal here is to deliver coverage where it is most productive. We are very strong in many top markets—in others, competitive. We are particularly strong in more than 220 Mutual "one-station" markets which account for 24.8% of the nation's radio homes and where we capture more than 50% of the audience, day and night. And now that FCC grants are on the way—we will be able to plug our weak spots and add to our strength.

Our second goal is to deliver more for the sponsor's money. This we are already doing—and will continue to do, in even larger measure.

OUR AFFILIATES

Our programming and sales, has made Mutual a better network for our affiliates. We have more than 359 stations and the size of our average sponsored hook-up has increased each year. We will continue to be this kind of network, so that we may some day have 400 or more stations.

In days ahead, we will work at these pledges. We hope and expect you will hold us to them.

Mutual
Broadcasting System
WORLD'S LARGEST NETWORK

AFRA Defeats Anti-Red Bill

NEW YORK, Oct. 19.—Special meeting of AFRA Tuesday (15) at City Center defeated an anti-communist resolution by 198 to 148. In its stead, the gathering of, more than 700 members passed another resolution which stated that "recognizing the malicious allegations which have been made and may be made in future against this labor union, AFRA is dominated by no political party, creed or individual, but is the servant of the will of its members democratically expressed." Original resolution now goes to a referendum.

Newsmen Elect Huntley

HOLLYWOOD, Oct. 19.—Radio Newsmen of Southern California attracted 40 members to its charter meeting. Group picked Chet Huntley, CBS Coast public affairs chief, as prexy; Clete Roberts, ABC, v.-p., and Bill Burns, ABC, secretary-treasurer. Group's objectives include establishing a uniform code of practices among web and indie station news writers. Org will also strive to establish equal rights for radio news reps with regular press scribes. It appears newspaper boys have been trying to elbow radio men out of special press conferences, etc.

WCAU Sale OK'd; WHBQ and WINS Transfers Also Pass

WASHINGTON, Oct. 19. — Legalists are still voicing surprise over the ease with which the FCC handed down its long-anticipated okay on the $6,000,000 sale and transfer of clear-channel Station WCAU and WCAU-FM (Philadelphia) this week (17) to *The Philadelphia Record* without hearings. Altho approval of the sale of the 50,000-watter to J. David Stern's paper had been expected, it had been generally believed that FCC would at least go thru the motions of a hearing, since sale involved a newspaper and a standard broadcast station which will come in for discussion at clear-channel hearings, and also because of the high price of the station. Commissioner Walker registered the only dissent.

FCC also okayed a $300,000 sale and transfer of license of WHBQ, Inc., Memphis, to Harding College. Sale is outright and gives the college ownership of all the 250-watter's outstanding capital stock. Commish granted assignment of license and permit of WINS, New York, from the Crosley Corporation to its newly formed subsidiary, Crosley Broadcasting Corporation.

Educators To Hold Confab on College Radio Curriculum

NEW YORK, Oct. 19.—Educators in the field of radio are scheduled to gather Monday (28) in Columbia, Mo., where a three-day radio conference, built around theme of the radio curriculum in the colleges, will be held at Stephens College for Women. Conference, planned by the college in co-operation with a national radio advisory committee chairmaned by Judith Waller, director of public service for the central division of the National Broadcasting Company, will be the first in a series of national conferences planned for the discussion of different aspects of college radio.

Highlights of the three-day session will include a panel discussion of "subject matter fields in radio," with Wynn Wright, of Wynn Wright Associates, as chairman. Speakers will include Virginia Payne, stars of *Ma Perkins* show; Mrs. Dorothy Lewis, co-ordinator of listener activity for Time-National Association of Broadcasters; Mrs. Frances Farmer Wilder, consultant for daytime programs at CBS; Mrs. Alma Kitchell, president of the American of Women Directors, and Mary Margaret McBride, radio personality.

Orr Cops Jergens Biz; Blows L&M

NEW YORK, Oct. 19.—Lennen Mitchell lose one of their top a counts December 1 when Robert O moves out with the fat Jergen Woodbury account in his pocket. O is now an L. & M. veepee. Offici confirmation of a report publish yesterday (Friday) by Walter Winc ell will be forthcoming Monday.

Winchell is among three radio pr grams now sponsored by Jergen Woodbury, other two being Louel Parsons and *Mr. and Mrs. North*. A count runs well over a million a nually, schedule calling for conside able slick mag space.

ABC To Add 4 More Station

NEW YORK, Oct. 19.—Four st tions, now under construction, sho by will join ABC to bring its tot number of affiliates to 224. Effecti November 15, WGIN, Glens Fal N. Y., operating full time with 1 watts on 1240 kc., joins the we Station will be managed by John McKenna.

WGAT, Utica, N. Y., which w operate daytime only with 250 wa on 1100 kc., joins December 1. St tion will be managed by J. Eric W liams.

WTIBS, Huntsville, Ala., which w operate full time with 250 watts 1490 kc., affiliates November Owned by *The Huntsville Times*, st tion will be managed by A. L. Smi

Owned by General Newspaper Inc., WGNH, of Gadsden, Ala., joi the web December 1 and will oper full time with 250 watts on 1400 Henry A. Jones will manage.

Seeds Denies Racial Bias in Smith Return To Skelton Program

CHICAGO, Oct. 19.—Rumors that Wonderful Smith, Negro actor on the Red Skelton show had forced the Russel M. Seeds Agency to put him back on the show by raising the veterans' rights issue and racial discrimination angle were emphatically denied here last week by Jack Simpson, radio director for the agency. Instead, he said, Smith has just been signed for another 39 weeks.

Simpson said "certain rumors" circulating on the West Coast that agency tried to reneg on Smith's contract on his return from service were started "without a grain of truth in them."

"When Smith returned from service last year, we honored his 39-week contract with us by full payment," Simpson declared. "However, the format of the show was changed so he couldn't get a big separate spot in every show. This happens to any show and any talent on the show frequently. We could have paid off without writing him in the show at all, but we liked him enough to keep a part for him in spite of changed format."

Simpson asserted Smith was satisfied with the whole deal and hadn't put any pressure on the agency via the Veterans' Administration or the Negro press.

ABC USES 'EM ALL

(Continued from page 10)

hours in different time zones. Bankrollers and their agencies have been mulling the creation of a fund to buy space bucking the ABC programming.

In any event, Philco is set to "keep the ball rolling" promotion-wise. Philadelphia office this week indicated there would be no let-up. Company has already taken full-page ads in *Colliers*, *Time*, *Life*, *Saturday Evening Post*, *This Week* and *Parade*, and on Wednesday (16) ran 1,000-line ads in dailies in major markets and 500-line ads in secondary markets. Next Wednesday (23) a 420-line ad is skedded to run in newspapers in both major and secondary markets, and on October 30 a 200-line ad will break in majors and secondaries. These are not placed by Philco alone but by dealers.

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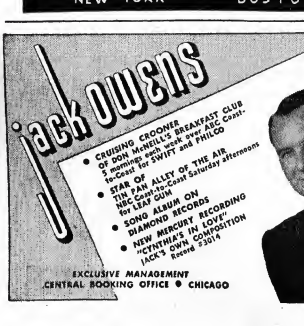

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Mixed Reaction On Price Hike But Radio Takes a Rosy View

(Continued from page 4)

are not making dough. Their grosses are terrific, but the nets are low. Even when ops are turning folk away from their doors, the tabs of those who get in don't add up to a profit. Too many night clubbers are sticking to minimums, which some ops regard as an omen of the future. Even with upped food prices, the food doesn't pay off, as a result, some ops are seriously considering cutting out the kitchen and relying on drinks. For this phase of showbiz the prospect is anything but rosy, with or without controls.

Music Hangs Crepe

Music, too, is inclined to hang crepe over the lifting of the price lids. Costs in music publishing have mounted in practically every phase of the industry. Printing, paper and help have all become a lot more costly.

Right now pubs are negotiating with AFM on increases for copyists, arrangers, etc. (see Music Department). The songwriters' Protective Association, are making a king-size effort to get more from pubs for their tunes. It is very unlikely, even with these issues facing them, that pubs will up price of sheet music. It now retails for 35 cents, and a bit on racks and in music stores has been off since early summer. Sheet music has always been a big profit maker for pubs, and when it is off there's not much hope of recouping from mechanicals or performances. With some indies folding (and others behind in payments to pubs), and with the disk biz off now, pubs can't look for a pick-up in money from mechanicals. Performance dough is holding up well, but not nearly enough to offset sheet and mechanical drops.

In the disk biz, too, costs have soared for the past 18 months. Every item which goes into the manufacture of a platter is up, some items to well over 100 per cent. This forced all majors to up 50-centers to 60 cents, and prevented indies from dropping their 75-centers to 50 or 60 cents. Manpower, too, is more expensive. Musicians just got a 37½ per cent hike, and pressers, members of UERW, jumped not too recently some 5½ cents an hour in wages. Dikkers insist, despite musicians' hike, that they won't and can't raise price of platters. An upping of the platter cost would mean an immediate drop in volume, they say, and biz being off already, diskeries don't want to take chances on hurting even low sales. But, despite protests now, diskers later may have to jump disk prices to make out.

Band Prices Spiral

The band price spiral has stopped. During the war admissions to ballrooms and one-night dances were as high as $2.40 including tax. Promoters claimed that they had to go this high because name orks were demanding sky-high guarantees. Result, attendance dropped and big orks laid eggs on one-night stands. Now nearly all bands have dropped guarantees and promoters have scaled down admissions. However, biz is still off on one-nighters, in ballrooms, on hotel and theater locations, while musicians' scales have been jumped by 12½%. Result is that in some spots they're using fewer musicians, and where possible, have cut out bands altogether. Music means a headache to ops who have to pay out large chunks, even for scale, while they cannot get it back from the customers.

More HOURS OF Music
THAN ANY OTHER CHICAGO STATION
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560 Kc. 5000 WATTS

ABC Chi Shows Get Shot in Arm

CHICAGO, Oct. 19—ABC sustainers originating from Chi are undergoing an overhauling with an eye toward making them commercial products. Harold Stokes, the web's new program director in the Midwest, is sparkplugging the changes in line with V-P Ed Herroff's policy of more and better salable Chi originations for ABC. Programs affected are *Our Singing Land* (M-F, 12:30-12:45), *At Your Request* (M-F, 11:30-11:45) and *Stringing Along* (M-F, 12:45-1).

All shows are getting comprehensive ideas behind them, according to Stokes, and along with better production are slanted for sales campaigns. Heretofore segs were thought of as being strictly on the non-com side and didn't rate the same labor as commercials. For instance, *Our Singing Land*, which used to be more or less of a hodge-podge of singing with no central idea, is now getting a narrator, Jess Pugh, with format following definite pattern of story-telling plus singing.

At Your Request, another musical which was just a musical, is also getting a gimmick, as is *Stringing Along*.

All this is taking more dough from the standpoint of writing and production, but Stokes feels the extra output will be warranted even if the shows don't sell.

ABC now carries more than twice as many shows as any other web from Chicago, having increased its summer total from 14 to 18. Of these six are commercial.

Elgin American Tests 3G Wayne King Ork Show on Chi Local

CHICAGO, Oct. 19.—One of the most costly local shows ever aired here will start on WBBM, CBS o. and o. station, Saturday (26) when Wayne King and his orchestra start a new sponsored program for which talent and production costs alone will run to over $3,000 per week. Program, to be titled the "Wayne King Show," will be sponsored by Elgin American, manufacturer of compacts, cigarette cases and dresser sets, and will be aired Saturdays from 9:45 to 10:15 p.m.

In addition to King and an orchestra of 18 the show will feature vocalist Nancy Evans; Bill Leach, WBBM staff baritone, and John McCormack, narrator.

Elgin American hopes eventually to make the program a network airing originating from here and is setting up format and ironing out bugs with the local program. Elgin American is not to be confused with the Elgin Watch Company. Agency on the King show is Weiss & Geller, Chicago.

Experience... is the raw material from which "know-how" is refined. Twenty-six years of experience in the entertainment and public service field has earned for WWJ—*first radio station in the nation*—acknowledged leadership in Detroit. Highlighting the brilliant career of WWJ is an impressive record of "firsts" . . . most recently demonstrated in the transmission of the first radio-telephone news-story coverage in cooperation with The Detroit News. Scheduled for November 15th is Detroit's first television broadcast via WWDT, associate station.

It is no wonder, then, that advertisers' first thoughts are for Detroit's first station . . . WWJ

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WJW covers the Cleveland money market . . . a market that is the 7th largest . . . 5th richest . . . 3d most densely populated in the United States with an audience that spends over a billion dollars annually. Cleveland's CHIEF Station blankets more daytime dialers per dollar in the Cleveland area than any other regional station.

BASIC ABC Network CLEVELAND, O.
WJW
850 KC 5000 Watts DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

NBC Opposition To the Larnyx On Weak Side

(Continued from page 8)

Tweedy show are hopelessly bad both in conception and taste. Multi-voiced plugs are intended by a ruffle of drums, the fanfare serving to introduce several oft-repeated phrases. Phrascology of the commercials is bad enough, but the manner in which they are used, the constant repetition, is even more disconcerting.

Tweedy is preceded by *Mr. District Attorney*, seg of proven merit in the 9:30-10 p.m. slot. On Wednesday (16) Jay Jostyn, as D. A., gave his usual crisp performance in an opus tagged *Right This Way to Murder*. With Vicki Vola and Len Doyle ably coming thru in supporting roles, dramatization outlined the ease of a carnival performer who was murdered by another dame conspiring to take over both the performer's act and her husband. Seg had carnival atmosphere about it and carried thru to the end the element of suspense. Script work, handled by producer Ed Byron in collaboration with Bob Shaw, on a high level thruout, with production maintaining plenty of pace.

Last seg in the NBC opposition to the Fred Allen-Bergen-Morgan parlays is Kay Kyser's *College of Musical Knowledge*, 10:30-11 p.m. Wednesday (16). Show presented the corny but showmanly Kyser in a show which, while not too bright, was nevertheless pleasant. The questions on the quiz seemed uninspired, and often, as usual, Kyser ill but gave away the answers. Still the professor's show is listenable and requires little effort or concentration on the part of the radio audience. This is an important consideration for a show aiming at mass appeal. From the musical standpoint, Kyser's show is just fair, with band doing a routine job and Michael Douglas and the Campus Kids okay on the vocals. Merwyn Bogue (Ish Kabibble) needs brighter lines than the verbiage given him Wednesday.

Commercials for Colgate-Palmolive-Peet are now quite subdued and in much better taste than on *Tweedy*, the preceding seg.

One bright spot on the Wednesday night NBC programing is *Duffy's Tavern* in the 9-9:30 p.m. slot. Ed Gardner *seg* continues as a sprightly piece of Americana. Wednesday (16) show had, in addition to Gardner's curious accent, Martha Raye in the guest spot. Very socko.

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Crosby Premier Sock Radio With Some Loss in Fidelity

(Continued from page 8)

arrangements. Thus, when pianist Skitch Henderson, one of the east regulars, did his symphed-up version of *Turkey in the Straw* with John Scott Trotter's orchestra, the fidelity was noticeably weak. Henderson's piano had a tinny quality—and this was checked on three radios, one a Philco console, if you please. This probably stemmed from the recording rather than studio weakness. With e.t.'s being what they are today, a minor defect such as this probably doesn't present too much of a problem.

Program Is Socko Musically

In practically all other respects it was a typical Crosby half hour, with Trotter's socko arrangements to back up *I Got the Sun in the Morning* (Crosby solo), *Moonlight Bay* (Crosby and the Charioteers, who are superb); *Put It There, Pal* (Crosby and Hope), and *Cynthia, Bing alone*. Those Trotter arrangements are plain whammo, doubly valuable because they so perfectly complement Crosby's lazy larynx style. The Crosby-Hope crossfire, similarly, had belly after belly, following the usual style of trading insults. Only the way these two guys do it, it's good. Topper of the lot, probably, was Hope's crack that he was glad to help Crosby make his "comeback." So fast was some of the delivery that it was hard to tell where the script left off and the ad libs came in. Lina Romay did a vocal, not too powerful.

Only deviation from the norm was Ken Carpenter's announcement that "this program was produced and transcribed in Hollywood," certainly a smart way to dispose of the FCC-required e.t. identification. Public reaction to the difference, if any, between Crosby face and Crosby platter will be found elsewhere in the radio section, in a report tabulated by C. E. Hooper, Inc.

Carpenter also handled the brief Philco commercials, done in good taste. First was a welcome to Crosby from Jimmy Carmine, Philco veepee; the other was a socko bit of selling, which came just before Bingie's getaway tune. On 31 Crosby noted that Hope, as usual, had received the welcome, leaving little time for a commercial. However, he added, he had prepared for just such a contingency, arranging with Carmine to tear up the last sales plug if the show ran over. Whereupon he proceeded to tear it up, with accompanying sound effects. It was smart merchandising—as smart as all the merchandising which so far has accompanied the Philco-Crosby enterprise.

All concerned with this one can take now, not the least of whom is bald Bill Morrow, ex-Jack Benny scripter, now co-producing and co-directing *Philco Radio Time* with Murdo MacKenzie. Morrow also is in on the script, co-authoring with Al Lewis and Larry Clemmons. It's big league stuff, all around.

Bing Gets Little Help From His Network

Meanwhile in the increasing importance of back-to-back scheduling serves, with the debut of the Philco show, to emphasize ABC's glaring program-anemia. Preceding Crosby is *Pot o' Gold*, with Henry Morgan's new half-hour Eversharp Schick Injector stanza following. Latter also went on its commercial debut Wednesday. Of course, there's less strain on Morgan, since all he has to do is follow Crosby, but chances are that Bing will get little consistent help from the Tums-sponsored giveaway show.

Pot o' Gold was a dog when it made its air debut in 1939, and it's a dog now, only more so. Its programing, perhaps inadvertently stressing radio's bankruptcy insofar as new ideas go. Done with a maximum of hysteria; a brassy, rhythm pounding orchestra that sounded as tho it were auditioning for *Hit Parade*; noxious commercials and flimsy comedy adds up to offensive radio, perfect ammunition for anti-radio groups. Its formula remains unchanged; three wheels are spun, one to determine the regional phone book from which name is selected, the other two the page and winning line. Kitty held $2,800 Wednesday, with a Philadelphia woman the winner. Prize money is $1,000 weekly, $100 of which is given to the phone subscriber should he or she fail to answer the call, balance being carried over to the following week. But it's a stage wait, with a cash bonus.

The Henry Morgan Show is something else again. Morgan's humor is sardonic and pungent, and it frequently satirizes the current American scene with an acid-telling effect. It's the sort of humor which delights a big audience, but it's a half-minute to a minute proportion, on a coast-to-coast network, as opposed to his purely local quarter-hour stints done heretofore on WOR and WJZ, it poses the question as to audience reaction. Morgan's wit lacks the broad appeal of a Benny or McGee, and as a purely commercial product, does not impress this reviewer as having b.-o. potency. That is not an evaluation of his humor as such but rather as a marketable commodity.

With a capable cast of stooges, amusing support by Bernie Green and his orchestra and a what's-it vocal by the Vagabonds (4), Morgan's first show under sponsorship satirized public servants—cops, waiters, et al., and coming attraction trailers shown in pix houses. Stuff produced chuckles rather than bellies. Maybe the Crosby-Hope memory hurt.

Except for Morgan's brief of his razor sponsor's long-winded name—Eversharp Schick Injector Razor—the plugs are poor. Payoff plug involved something called a "shavathon," with Ted Husing giving a stroke-by-stroke description of a shaving derby. It might be funny with some House of David ballplayers as participants or if satirized by Morgan. Right now, it just stinks.

CBS Grunting Prove a Los To Crosby Gro

(Continued from page 8)

resistance, and it was expecte them.

The lack of vitamins in the diet was apparent right at the bc ning of the bracket checked (1 11 p.m., E.S.T.). Sign-off of Sinatra show (9-9:30), instead being followed by a vigorous t to hold the audience, was ca with a Jack Smith c.t. spot on WABC call letter switch to W Then flowed the Ford Show in usual variety seg vein and pat Dinah Shore opened with a son be followed by Peter Lind Hay a comedy skit, back again to D and great Lily Pons, then the co skit in which Hayes burlesquec opera singer.

Lily Pons is a fine canary, she's been around the airwaves r recently, so her draw power is ne sarily less than it would be if a sional yearround by and-by rarity. There may not be anyt finer, but Dinah hasn't cha —so there's no greater pull there t usual. Hayes is an up-coming b caliber comic but no name comp for what was cooking in the c corner. On it all added up to a) of-the-bill, rather humdrum s despite the competish during half hour — *District Attor* NBC; *Pot o' Gold*, CBS; *Good Bands* (Xavier Cugat ork), MBS.

Of course, only the East and C tral zones caught the Ford Sl The Mountain and Pacific Lo Thomas and the Jack Smith Sl while the Pacific listened to Jack Carson Show.

At 10 p.m. CBS made a plea post-Crosby listening with a hi hiker for *Information Please*, so to sewing with a weakie, Squ sponsored *Academy Award*. Wed day night's installment was *B on the Sun*, starring John Garf Columbia wouldn't have picke worse direct opponent to Bing tried, except maybe a talk on l keeping. Even a disk jockey s ning Crosby disks would have t better.

It wasn't John Garfield. It merely that *Academy* aired a t story, the short-lived, pale bloon which had been ravished in 1945 a flicker of the same name. theme of Japanese sadism against the Americans living in Nippor the brink of war is stale, or at l *Blood* was. Garfield's name is b but his transfusion just couldn't b the corpse to life.

The mistake, of course, was no selecting a terrific story and sal it with names, names and n names. Then *Academy* would h stood a chance to pull at least heave-and-sigh and handkerc twisters against the Crosby oppos Bucking Garfield on the two of weeks at this time were Frank Sin in *The Fabulous Dr. Tweedy*, N and *Concert Hour*, MBS.

The 10:30 spot missed the t again by plugging a re-airing of earlier broadcast from Nurembe Then came CBS's bait for some the Crosby audience, *Informa Please*, bankrolled by Parker. Des the old stand-bys, Fadiman, Kie and Adams, plus old grad, garrul Levant and author Jackson. It all cut-and-dry stuff compared to other corner. CBS was in a geni late position by this time and I couldn't help much because ABC Henry Morgan, NBC Kay Kys *College of Musical Knowledge* MBS *Symphonette*.

To sum it all up: did anybody the number of that truck?

Most FM Stations To Key Cities, Rurals Given AM

(Continued from page 7)

cent listings include St. Louis, with 1,370,000 population; Milwaukee, 790,000 population, and Baltimore, 1,045,000 population. More than 215 final FM awards were made by the FCC in the last three months, while 65 conditional grants were issued. Despite the fact that FCC long ago passed the 1,000 mark in AM grants, FCC now has granted a third of its allocated outlets for FM, with the rate expected to continue to increase in coming months. As of September 25, 65 FM stations were listed by FCC as carrying regular segs, with another 40 sets holding regular licenses. Conditional or final FM construction permits have already gone out to 331 applicants, on the basis of commission figures, and 328 other FM applications are pending. This compares with 1,005 AM licenses, 330 broadcast CP's and 327 pending applications for standard broadcast stations. Newspaper-owned AM stations, meanwhile, have been swinging into FM at a two-in-every-five ratio, and several states without standard broadcast outlets are moving into the FM picture.

Illinois Leads

Illinois, on the State breakdown for the past month, has been awarded five final FM grants, one conditional grant, and an AM CP, to lead all other States. In the metropolis class, however, are California, with four FM finals, one FM continual and an AM CP. New York has four FM final awards and one AM grant, and North Carolina, with four FM finals and one AM grant. Survey reveals further that some States, notably Iowa, Michigan, Kansas and Wisconsin, have seen no construction action at all within the past month.

As indicative of the general trend, New York State's three-month record is regarded as significant, with a box-score of 19 FM awards to two standard broadcast grants. Distribution of awards has generally been up-State communities, with Syracuse topping the State totals with four of the 19 grants, thereby qualifying the city's FM quota of six until July 1, 1947.

Commish, in awarding FM grants, has shown no reluctance in giving newspaper-controlled outlets FM facilities. Case in point is the August hearing for nine Washington FM stations, with the decision going to three newspaper-controlled outlets in the city. WMAL, owned by *The Evening Star*; WINX, *Washington Post* property, and WOL, controlled by Cowles Publications, all were on the winning team. Prime reason seen by some is the experience gained in AM broadcasting.

EDS LAUD PREEMING

(Continued from page 8)

that "Bing Crosby's first recorded network broadcast demonstrated that there is no difference between Crosby on or off records—he's good. But the piano used with the orchestra and in solo sounded definitely like the can type, to our amazement. . . . Rest of the broadcast was perfect mechanically."

Don Foster (Bill Irvin), of *The Chicago Times*, declared: "The Crosby opener seemed an adequate answer to those who have been wondering if a transcribed program would not stifle spontaneity and destroy the quality of timeliness possible on a live program. . . . There seems to be enough leeway for bright banter to keep the show from sounding like 30 minutes of canned music. If a transcription does detract from a program's value, it wasn't evident to this listener."

Exclusive Hooper — Billboard Survey Charts Bing's Audience

(Continued from page 9)

down of the entire network structure. Thus, other major webs are watching the Crosby set-up with more than ordinary interest.

Significance of the Crosby program to talent is obvious and is taken up in another story in this issue. This also points up the possibilities of advertisers cashing in with many performers willing to do 52 wax shows for the same money as 39 lives. This would constitute a "bonus" for advertisers, but it would eliminate the summer hiatus and the headaches of putting together replacement shows. Such a development would change the entire summer listening picture.

High initial Hooperating for the first Crosby seg was expected in view of Crosby's large personal following and the all-out ABC-Philco promotion leading up to the seg's debut. But the figure of 24.0 socked the trade between the eyes and offers some interesting comparisons with ratings the Groaner grabbed for Kraft.

During his last full season, for instance—from November, 1944, to May, 1945—Bing opened with a 22.6 rating, which ranked him seventh among the top air shows. During that same season the top rating achieved by Bing was 25.8. He hit this peak twice, ranking third and fourth among the top airers. His lowest rating during the 1944-45 season was 20.6, which landed him sixth.

One point stands out, namely, that Bing's opening on ABC this year, via transcription, netted a higher rating than his initial show two years ago on NBC—despite the fact that the latter hit the air in November, a better listening month.

Bing's all-time high in ratings, incidentally, was achieved in February of 1938, when he grabbed a 32.1, just below the one-hour Chase & Sanborn Charlie McCarthy seg, with Edgar Bergen.

Analysis of the flow of audience and the rating of 11.1 made by the Henry Morgan seg following Crosby brings up the question of whether ABC will be successful in building and maintaining Wednesday night programing in opposition to the other webs. In other words, how successful will the *Pot o' Gold*-Crosby-Morgan parlay be? As indicated by the flow of audience table, Pot contributes 29 per cent to the Crosby audience. Some of this, of course, may originally tune ABC in anticipation of the oncoming Crosby seg. Negative angle here, however, is that *Pot* immediately precedes Crosby only in the East and Central zones. In the Mountain and Coast zones, the Crosby hits the air at 8 p.m., *Pot* is broadcast at 7:30-8 p.m. and 6:30-7 p.m. respectively. In other words, the parlay breaks down, with *Pot* unlikely to contribute as much elsewhere to the Crosby audience as it does in the East and Central zones.

Henry Morgan, however, does follow Crosby in the Mountain and Coast zones. How much good this does in the way of building up the web's Wednesday night schedule is problematical at this point, for on the initial Hooper, Morgan's 11.1 rating is a good rating for an initial show, but it nevertheless represents a very sizable loss in audience from the Crosby seg. Trade opinion on Morgan varies, many claiming he's not competitive against this, however, is the fact that he did grab a fair rating—even tho he followed Crosby—and may be expected to build in succeeding weeks.

Flow of audience figures, showing that largest segment of the Crosby audience from 10-10:30 p.m. indicates that while NBC takes a strong loss here, the show in that 9:30-10 p.m. slot, *Mr. District Attorney*, is likely to keep its high rating. Also indicated here is the active radio audience, with such a large proportion of listeners apparently figure they want to catch *Mr. D. A.* and then switch to ABC for the Groaner.

LISTENERS SATISFIED

(Continued from page 8)

cleared up and the program seemed more alert." The effectiveness of a lay person to the fidelity element impressed observers as indicating the keenness with which the radio audience had looked forward to the Crosby show.

Philco's playdown of plugs also made an impression, a typical reaction being, "Show is more for the radio audience than the studio audience, with just enough advertising. All around, a better program." Another commented that, "It was better than the *Kraft Music Hall*."

Strongest adverse criticisms were summed up by this observation: "I like programs in person. This is good, but I don't care for transcribed programs. I could tell by the piano it was transcribed."

PHILCO MIDSE. PUSH

(Continued from page 9)

This is the type of promotion the agency figures will sell goods, and similar windows are planned for Marshal Field's in Chicago and other stores through the country.

Agency's decision to splurge on merchandising tie-ins beginning in November is based on the effort to receive production angle but also on the fact that execs figure it's wiser to make the splurge immediately following, rather than coinciding with, the first flush of the ABC ballyhoo.

MBS Offering Weak Competish At Bing's Time

(Continued from page 9)

listeners who could be sold on staying with WOR for the Scalamandre *Symphonette* span, and it would seem that WOR may be missing a bet by not spotting a "don't go away" announcement for the longhair segs at the close of the Cugat show.

Among tunes Cugat did Wednesday were *Jalousie*, *Vem Vem* and *Rhumba Rhapsody*. Only "pop" tune was *Full Moon and Empty Arms*, based on Rachmaninoff's *2d Piano Concerto*. Adding nothing at all to the Coke show are the inane intros to the musical numbers. Apparently intended as humor, they only succeed in making the maestro who does 'em sound silly. They gave the whole program a hammy atmosphere, by no means in keeping with the colorful quality of the music dished out. Three Coke "pause that refreshes" commercials are pleasantly delivered, easy to take.

Good Longhair

The Scalamandre concert half hour is good, standard longhair. Emerson Buckley, Mutual's assistant music director, put a group of competent musikers thru their paces on items ranging from show tunes thru snatches of opera. Whether playing behind soprano Mary Henderson or bary John Baker, who was batting for Hugh Thompson, or doing a ditty on its own the show was that of a well-rehearsed, able group led by a guy with a real understanding and feel for the stuff he is doing. Miss Henderson's voice thins out somewhat in the upper ranges, but her work on such pieces as *Mimi* from *La Boheme* was excellent. Baker comes thru with robust renditions worthy of the Met, whence both he and la Henderson hail.

Dignity of the show is well upheld by brief opening and closing commercials for Scalamandre silks and by mild plugging which took the form of a short interview on use of trims for drapes with announcer Carl Caruso spieling with decorator Marion Hall.

Symphonette (transcribed) rolls along in its well-worn unbarbered groove, with Michel Piastro, fiddler-conductor, heading up a solid symph ensemble. Commercials here for Longine-Witnauer are nicely restrained, in keeping with mood of the show.

Preceding the Cugat-Coke web offering are *Real Life Stories* (9:15-9:30) and *Gabriel Heatter* (9-9:15), both of which are network and WOR, and hold a decided appeal for those who like their news and drama off the cob. As far as Mutual is concerned, it would seem the web figures that ABC-Philco-Crosby can have the Wednesday night audience; there are six other nights and days in the week. Some Mutual stations, of course, are carrying the Crosby show.

Exclusive!
CHICAGO BLACKHAWKS HOCKEY
1944, '45-'46 and '47 too!
W-I-N-D
560 Kc. 5000 WATTS

NATIONAL Broadcasting Company will use recorded station breaks, produced in Hollywood and featuring web's top stars, to plug call letter changeover when web's New York affiliate WEAF becomes WNBC November 1. Spots, 10 to 30 seconds long, will be used for several days to familiarize listeners with call letter switcheroo. CBS plugging of the call letter switch of its Gotham affiliate from WABC to WCBS, also effective November 1, is emphasizing the phrase, "Soon to become WCBS" in station breaks. . . . Eddie Foy Jr., signed by J. Walter Thompson Agency to replace Edward Everett Horton on *Kraft Music Hall* beginning January 1.

Priming for the day when it will have its own sale outlet, WFIL, Philly, this week started a series of weekly tele indoctrination classes for its entire staff, under supervision of Tom Hutchinson, who recently became station's video consultant. At same time, station continues its training course in tele receiver maintenance and repair for nearly 100 radio servicemen in the area. . . . Earl Frank Feeley has joined news staff of WDAF, Kansas City, Mo., replacing Shelby Storck, who has opened an ad agency. Feeley was formerly with WIBW, Topeka, Kan., and WHNC, Henderson, N. C.

E. W. Ziebarth, education and production director for WCCO, Twin Cities CBS outlet, appointed educational director for CBS Central Division. . . . DuMont's Ann Bergishagen leaves New York in a few days to join production and program staff of WWJ, Detroit, video department. . . . Bret Morrison, *The Shadow*, has written a series of 13 songs for a musical which he plans to produce shortly. . . . Worthington Miner, director of WCBW (CBS) in New York, on a three-week vacation at his home in Connecticut . . . Kenneth K. Kellam, executive director of ABC's Hot Springs, Ark., affiliate, KTHS, in New York visiting web officials.

Ed Cashman, Hollywood indie producer, named supervisor of "Academy Awards Theater" skeg on CBS Wednesday nights, by Geyer, Cornell & Newell. . . . "Sound Off," Mutual's Mark Warnow show, starts airing from Hollywood November 28. . . . "Count of Monte Cristo," MBS dramatic seg, loses sponsorship of Paraiba Wines October 29 and remains on as a sustainer. Product shortage blamed for cancellation. . . . Norm Varney, of J. Walter Thompson flacquerie, touring

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TOO SHORT FOR A HEAD

Top NBC Talent To Plug WEAF Call Letter Switch to WNBC

Southern States for visits with station men and radio editors on behalf of "Last Radio Theater."

WLOL, MBS affiliate in Minneapolis-St. Paul, conferring with FCC officials in attempt to straighten out "blanket the dial" complaints since outlet went to 5,000 watts. L. C. Hernon, of FCC Chicago office, and Donald A. Murray, St. Paul district officer, represented the government. . . . Application for 1,000 watt station at Wadena, Minn., has been filed by Associated Broadcasters, Inc. Proposed operation on 920 kc., would have unlimited hours.

Narragansett Brewing Company, Cranston, R. I., will again sponsor play-by-play broadcasts of the Red Sox and Braves home baseball games during the 1947 season. Pact has already been inked by baseball execs and WHDH, Boston, for the exclusive facilities of which all Boston major league broadcasts will originate. It is possible that other New England stations will carry some of the games on the air for the full season during 1947, but no arrangements have yet been completed in this connection.

ABC has found a four of its cops and robbers segs and placed them in consecutive time periods Saturday night, in order that armchair detectives may catch them all within a brief time span. Beginning at 8 p.m., each of the following half-hour shows will be heard: *Famous Jury Trials, I Deal In Danger* and *Boston Blackie*, and *New Adventures of Sherlock Holmes*. . . . Beginning with performance of November 16, entire season of Saturday afternoon broadcasts by the Metropolitan Opera House in New York will be broadcast over ABC under sponsorship of the Texas Company, which has controlled the opera in previous years.

Trek from Ruthrauff & Ryan, Inc., to Sullivan, Stauffer, Colwell & Bayles continues, with Norman F. Victor the latest to make the switch. He joins the radio department. SSC&B has also added Beth Haines to the creative staff. She was formerly associated with Bamberger's, Newark; Franklin Simon, New York, and Wanamaker's, Philadelphia. . . . George E. Reedy Sr., former UP correspondent and Philadelphia Inquirer staffer, takes over 7:30 a.m. news spot on WOL, Washington, Monday (21). . . . Arthur Godfrey, CBS early riser, originates his early local Washington and New York shows from his home at Leesburg, Va., beginning Thursday (24).

WMAQ, NBC outlet in Chicago, working with *Chicago Times* to select fem singers to compete for a guest appearance on Bob Hope Show. Contest is part of the homecomer's annual *Harvest Moon Festival*. . . . Lucy Elliott, former scripter at WWDC, Washington, now continuity head of WKLY, Arlington, Va. . . . Pennsylvania Broadcasters Association has chosen Jerry Devine's ABC program, *This Is Your FBI*, as an outstanding seg to be broadcast at the 22nd annual convention in Atlantic City November 8. Choice made on basis of "Good taste and public usefulness."

Bill Ray, NBC Central Division news editor, will speak on "Use of Special Events Technique in Radio News Programs" at the National Association of Radio News Correspondents to be held in Cleveland Friday (25). . . . Berry Kroeger, New York radio and stage actor, has been given an important role in Maxwell Anderson's new play, "Joan of Lorraine," starring Ingrid Bergman, slated for Broadway. . . . Clark Andrews has joined ABC as staff director on web's "Quick Trips" program and a new seg to be announced later.

French-Ketchie Onion Soup has started an intensive ad campaign with Emil Mogul Company, agency on the account, having already signed up three women's programs to plug the product. Segs are *Breakfast With Dorothy* and *Dick*, which preemed Wednesday (16) over WOR, New York; *The Yankee Kitchen*, starting Monday (21) over the Yankee Network in New England, and *Mrs. Page*, also debuting Monday (21) over WJR, Detroit. Mogul Company expects to expand the campaign to include the Middle West, Coast and South.

Formation of the Maine Broadcasting System, a group sales and State network organization embracing the NBC-affiliated stations in Maine, including WCSH, Portland; WLBZ, Bangor, and WRDO, Augusta, was announced recently by William H. Rines, manager. Sales will be directed by Rudolph O. Marcoux, with headquarters at WCSH, Portland.

Stephen Laird, CBS correspondent covering the goings on at Nuremberg, had a chance to scoop the world on the suicide of Herman Goering. He missed the opportunity, however, because he was on the word of a general against the word of a G.I. on the matter of Marshall Goering's finale. As Laird himself explained on the air, a G.I. indicated that Goering had taken a dose of poison, but the general later said "all" bigwigs had all been executed. . . . John W. Haigis, Greenfield, Mass., Greenfield, Mass., has accepted the general chairmanship of the building fund campaign for the Franklin County Hospital.

What is believed to be the world's first "drive in" radio studio is being constructed in suburban Mesa to house KTYL, Phoenix, Ariz. One side of the building will be glass-enclosed so the public may sit in their autos and witness the shows. Bill Mickel, now with KSAL, Salina, Kan., will be continuity chief, while Mal Standeven will be program and production manager. Broadcasting to start December 1.

Last-minute switch in plans of Blow agency will leave Henry Morgan in New York for another year, instead of airing him from Coast. Could be, according to gossip, that Blow wants the "unpredictable" Morgan close to home for supervision. . . . George P. Leighton, Dalton, Mass., has joined announcing staff of WMBZ, Saranac Lake, N. Y. . . . Jack White, WJR, Detroit, newscaster, will assist Bob Reilly, of KMPC, Los Angeles, in play-by-play coverage of Los Angeles Rams' football games in the East and Midwest this season. . . . Don Herbert, Chicago free-lance radio writer, newly appointed director of script-writing department of Radio Institute of Chicago.

Tentative date for KCMO, Kansas City, Mo., to switch over to 810 kc., with 50,000 watts daytime and 10,000 night, is 1st latter part of February. Meanwhile work is also under way remodeling downtown offices to give station three studios instead of present two. . . . Comedian Morey Amsterdam replaces Henry Morgan on WJZ, New York, Monday thru Friday, 6:45-7 p.m., for two weeks beginning Monday (21). New program being readied as a permanent replacement. Morgan is relinquishing the local seg in order to devote full time to his show on ABC Wednesday night 10:30-11 p.m.

Rex Davis replaces Guy Runn as news director of KMOX, St. Lo effective November 3, when he leaves the CBS post to become g eral manager of KXLW, Clayton, Mo. One day later KMOX news staff v add John Raleigh, former WO Minneapolis newsman, who gai wide experience during the war an overseas correspondent for C . . . Intercollegiate Broadcasting S tem has appointed Lewis H. Ayw Inc., as its national advertising Avery will handle both spot sales network programs for the coll network and 23 member stati

Don Mancheeter joining Dance Fitzgerald-Sample, Inc., to take ov account exec duties on Oxydol. . . Chester F. Craigie Jr., with J. Walt Thompson Hackery in Cleveland, moving the Encyclopaedia Britannica as o manager. . . . Ray McBride replacin Ben Fagan as radio editor of *Th Milwaukee Journal*. . . . Lowell Smith clock promotion of safety by WB Charlotte, N. C., has drawn prais from Gov. Cherry, governor of th Tar Heel State. . . . William Wade Ellwell named manager of progra operations at WABC, New York. Jol ing the CBS key station 17 years ago Ellwell had been program director.

Two new affiliates join ABC l vember 1, raising the total to Stations are KVOS, Bellingh Wash., operating full time w watts on 790 kc., and WRTA, toona, Pa., operating full time w 250 watts on 1240 kc. KVOS power boosted from 1 kw to 5 kw ing increase in power to 1,000 ws and the station expects to make boost effective when construction t be managed by Roy Raymond.

W. Ward Dorrell, in charge c station subscriber relations fo C. E. Hooper, Inc., since April 1945, was elected vice-president at a special board of director meeting recently. . . . "Prudentic Family Hour" on CBS Sunda (20) will be developed by the musi of Ernesto Lecuona, Cuban com poser. . . . Philip G. Lasky, vice president and general manager c Associated Broadcasters, Inc San Francisco, this week an nounced appointment of John C Campbell as sales manager of re cording department of KSFO. . . . ABC television department ha prepared a video course fo Thiem College, Indiana. Th Course, designed to produc trained personnel, will run tw semesters and count three credit toward graduation. ABC tel chief Paul Mowrey, ABC writer producer Dick Goggin and Har vey Marlowe, web's top producer gave the first lecture Monday. Th execs from other broadcastin companies are also scheduled fo the professorial role.

Delphine Carpenter appointed p motion manager of WJZ, New Y . . . Ronald C. Bradley, formerl merchandising manager with Emporium, San Francisco depa ment store, has joined Doherty, C ford & Shenfield, Inc., in New Y as an assistant account exec.

NBC this week announced field of its *Welcome Home Auditions*, s up by the web as a war project give men and women vets a cham to audition for bands, etc. A cording to Clarence Menser, wel vice-president in charge of program chief, 15,000 were interviewed at more than half of the number ou tioned. Twenty-three per cent of tho who passed the auditions, said Mense were given employment in some phas of radio. Menser closed the vet au tions because applications droppe sharply in recent weeks. Network regular audition policy continue however, with Menser stressing th an open-door policy prevails.

R&R Starts Tele School For Sponsors

Medium's Impact Stressed

CHICAGO, Oct. 19.—Example of what video experts here term a good idea to sell video where it counts—to potential sponsors—took place this week when the local office of Ruthrauff & Ryan conducted a two-day television symposium for its clients, many of whom came from out of town for the meeting. After the first day's meeting Wednesday (16) Paul Mowery, head of television for ABC and one of the speakers, stated that if more agencies would hold similar symposiums, tele acceptance and sponsorship would be speeded. Point was raised by one of the Chi execs that such symposiums should be conducted by the Federated Advertising Club of Chicago so that a larger group of sponsors could be given the video pitch at once with guest speakers of top importance from all over the country. It is expected that this proposal will be made to the club soon.

In his speech to the meeting Mowery emphasized that altho sponsors today cannot expect tangible results in the way of increased sales thru tele, money invested brings concrete returns in experience in the use of the medium and in promotion and publicity. But to show that video could also sell products, Mowery told the backers that after a one-time 30-minute show for Bab-O aired by ABC in New York, utilizing a give-away, 12½ per cent of the audience wrote in requesting the giveaway. This percentage was based on an estimated 2,000 sets receiving in New York. Mowery also stated that ABC's experience has proved that most effective video commercials are those which demonstrate product advertised.

Tele Is Radio Costs

Paul Raiburn, president of Paramount Television Productions, Inc., also sold video to the advertisers at the second day's session Thursday (17). Raiburn compared the status of video today with that of radio in 1929, stating that radio had grown from a 40-million-dollar-a-year industry in 1929 to a 400-million-dollar-a-year industry in 1945. Impetus to this growth, he stated, was given in 1930, when 4,000,000 radio sets were sold at an average price of $175. He stated that video could do at least as well if not better a job in selling tele sets in the near future. As a result of mass audience to be built thru set sales, tele can get itself in a position similar to that of radio, he stated, with an average cost per listener per quarter hour of 17 cents. He admitted that video production would be more expensive, but claimed the medium would be five times as effective as radio owing to added impact of sight.

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TELEVISION REVIEWS

How To Make a Life Mask

Reviewed Monday (14), 9-9:45 p.m. Style—Demonstration. Sustaining over WGXAO (Don Lee), Hollywood.

Even assuming that there are enough home video focusers to be interested in the technicalities of making a life mask, this seg would fail to satisfy discriminate viewers. Chief trouble was that lensers failed to lock in enough action shots in a rather stagnant setting. Presented by high school students and instructors, idea was to demonstrate actual processes involved in creating a life mask. Demonstration was handled fairly well by art teacher Clara Banta, working on a willing, if not comfortable, subject who withstood the distress of having plaster applied to face for nearly half an hour.

Over-long sequence could easily have been brightened by interesting camera work. Lensers missed excellent chances to dolly in for close-ups of plaster being applied to face or showing full-camera shots of the gooey stuff being worked into victim's face. Instead cameramen settled for medium close-ups which after a few moments became static and dull. Occasional long shots brought out little or no detail.

So-called educational features such as this one can be made interesting and even entertaining. A little resource and imagination would have done the trick. Amateur talent is at best unsatisfactory and the only victory Theos can put on a good show is with a shot in the arm from the boys in the control booth and those behind the view finders. Sometimes, however, it seems that those who divide production responsibilities fail to do the obvious—and the end result is far from acceptable. Don Lee could—and should—have done better with this stanza.

Shorty

Reviewed Sunday (13), 8:30-8:45 p.m. Style—Cartoons. Produced by Doherty, Clifford & Shenfield. Sponsored by Bristol-Myers over WCBW (CBS), New York.

In spite of cartoonist Syd Hoff's humorous line of patter while drawing his character, Shorty, poor direction and not enough variety in camera angles made for a dullish show. Also featured was Patty Foster, six-year-old radio and stage performer, who supposedly ad libbed while Hoff pattered to her as he sketched. Seg could have been jacked up considerable if Patty, a cute kid, had been in view more often and not behind mike. Instead, Director Phil Booth passed her by completely, except for an occasional cutaway. In order to maintain pace, Hoff also used prepared sketches.

Ipana film commercial at beginning was the usual tooth paste stuff involving a gal with a toothy smile. In this case, film was cut so badly that only part of the copy could be read. Tailcommercial, which was good, had Shorty plugging the tooth paste. With a lot of brushing up seg could be developed into a good show that would please adults and tickle the kids.

Sports Almanac

Reviewed Sunday (13), 8:45-9 p.m. Produced by Doherty, Clifford & Shenfield. Sponsored by Bristol-Myers over WCBW (CBS), New York.

Only good part in this show, which features sportscaster Bob Edge as background narrator on sport-films, was the commercial. On film it used Jade-ine, a product of the well-groomed Vitalis man should look like, a shot of Edge and a revolving glass

King's Party Line

Reviewed Saturday (12), 8:45-9:15 p.m. Style—Audience participation. Sustaining over WCBW (CBS), New York.

John Reed King's Saturday night stint is a nice little show but it doesn't measure up to King's standards of fast patter and zany tricks with home and studio audiences. Granted his direction of the show, has King shackled to a telephone behind a desk with only six or seven people in the studio participating. Consequently, with King so limited in action, feeling is that program is forced. King rings bells when he has a studio audience and can run around pulling gags and gimmicks as he did on his original video show of two years ago—*Missus' Goes A Shopping*.

Gimmick in *Party Line* is King posing a question or problem and asking home-viewers to call studio with right answer. Prizes are awarded to winners. Stream guests help with the gimmicks. Whenever program begins to sink, as it frequently does, King shapes up with a zany bit or some fast corny patter. Essentially he's the entire show.

Wrestling Matches

Reviewed Thursday (17), 9-9:30 p.m. Style—Wrestling. Sustaining WGXYZ (Paramount), Hollywood.

Lensers went into high gear for this one, giving home viewers a better-than-ringside peek at outfit's studio staged grunt 'n' groan matches. Panning was well-handled, following mauk-and-tauk's smooth sweeps, yet keeping subjects centered at all times. Plenty of close-ups with an eye toward an occasional good angle shot added to pic's interest. Altho pro wrestlers got a little corny at times with their screams and anguished faces, seg still packed plenty of eyepull, combining action with rough-house comedy. Idea of studio audience chiming in with boos and cheers, gave seg added realistic flavor.

Michael Roy as announcer did well in calling the holds and providing participants' background info. Gordon Wright in the control room handled cutting from one camera to the other with good judgment, bringing in close-up shots when they meant the most.

FCC Waives Telecasters 28-Hr. Week

Ruling Effective Thru '46

WASHINGTON, Oct. 19.—FCC is easing up its rules and regulations governing commercial television, pending the outcome of the CBS hearing on color standards in December. This week, upon petition of Television Broadcasters Association, FCC waived for the remainder of the year, its rule requiring at least 28 hours of video broadcasting a week on commercial stations. Commish, at the same time, is determined to keep experimental video on a strictly non-commercial basis, nixing request by Television Productions, Inc., Los Angeles (Paramount) for permission to put commercial spots on its experimental outlet.

FCC legalists view waiver of 28-hour rule by commish as implied permission to industry to idle along until clarification on standards can be determined. As for the experimental ruling, FCC move is regarded here as based on Commish reluctance to establish a precedent.

Commish meanwhile granted construction permit for a new commercial video station to Associated Broadcasters, Inc., San Francisco, with assignment to channel No. 5, 76-82 mc, video band. Station was authorized a visual power peak of 23.6 kw., aural power of 12.6 kw., and permission to locate main studio in Mark Hopkins Hotel.

Calif. Weather Delays Transmitter Erection

LOS ANGELES, Oct. 19.—Barring a series of minor miracles, Los Angeles' proposed five new video outlets won't be beaming their air pix to set owners in this area much before April or May of next year. Even if FCC blessings come thru immediately, area's engineers doubt ability to secure equipment and complete connection in less than six months. Gloomy outlook stems from double freeze—on building materials and weather which will hit Mount Wilson, proposed transmitter site, from December thru March.

Of eight applicants for seven local video channels, all but one, Howard Hughes, plan transmitter sites atop Mount Wilson, which means concerted drive to complete actual construction work during winter months okays come thru. Tele engineers, however, say only basic building will be possible at the site, with bulk of construction to be held up until equipment deliveries can be made.

Last year's winter, comparatively mild, enabled television productions/ Klaus Landsberg to complete installation of W6XYZ's transmitter early in March, thus being first local video outfit to go into operation on permanent site. Don Lee currently operates from Hollywood's Mount Lee, with Mount Wilson proposed as permanent site.

Applicants for Los Angeles channels planning Mount Wilson sites include Earle C. Anthony, *Los Angeles Times* NBC, local indie KLAC, ABC, Don Lee, and Television Productions, Inc. (Paramount pix). For his transmitter site, Hughes, however, has selected Cahuenga Peak adjoining Mount Lee in the Hollywood hills.

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Edge is a good commentator and knows his stuff when it comes to sports, but needs material that flows smoothly. Video production seemed to be a waste of the viewer's time. Director was Phil Booth.

C. to C. Tele Show Due For Kenny Polio Drive

HOLLYWOOD, Oct. 19.—Patrick Michael Cunning, Hollywood television film producer and partner in the Bergen-Cunning tele set-up, will trek to Minneapolis for confabs with Sister Kenny Institute regarding use of video in forthcoming Sister Kenny drive. Cunning will try to set up a program plugging Kenny infantile paralysis campaign over all of nation's video outlets.

Cunning is currently in New York, with partner Bergen demonstrating tele techniques developed at their Hollywood Stage 8 studios. *Bergen's Barnyard*, first telefilm produced by outfit, is being peddled in New York for presentation to ad and network execs.

Fear Petrillo May Stifle E. T.'s; Philco Deal "Scares" AFM

(Continued from page 5)

this low program expense stations were making a lot of dough. AFM chief then asked the e.t. firms to up their rates, adding that if they refused to do this they might eventually have to join the AFM in a "march to Washington." In trade quarters this remark was construed as meaning that in Petrillo's opinion, the e.t. companies would have to join musicians in a fight against NAB and Congress. Petrillo also stated, "if you pay us, what you pay goes directly to the musicians. . . . our salaries in the union are small . . . the money goes where it should . . . to the musicians."

In Chi, consensus of opinion is that the wax companies will have a much tougher fight with Petrillo than did the record companies. One reason for this is statement Petrillo made at the meeting that his fight with the broadcasters was going to continue. He laughingly commented upon the confabs he had with Justin Miller, NAB prexy, and said they were entirely unsatisfactory and that we could never get together with Miller and his crowd again.

Co-Ops as Alternative

Relative to whether small stations would pay higher prices for wax if Petrillo's demands went thru was the statement of one station manager, who said that if e.t. prices went up, he would not buy any made under the new rates, but would concentrate on platters cut under the old scale. He added that for musical segs his station would use standard records and disk jocks, pointing out than in some cases cost of better wax shows ran as high or higher than his local time charge. What was not mentioned at the meeting, including transcription and station men, was the possibility and perhaps necessity of stations using more co-op shows in the event Petrillo remains adamant in his e.t. demands. E.t. companies have long regarded co-ops as a threat to their business in view of the low prices prevailing for such top talent as Raymond Gram Swing, H. V. Kaltenborn, Fulton Lewis, et al. And with the major webs now making a more determined effort to join MBS and ABC in cutting up the co-op business, some of the wax companies see tougher times ahead. A price rise will make it still tougher. Musical co-ops, of course, are out of the question, AFM having knocked them off in the era of Joe Weber, but other types of co-ops are selling better than ever—and they look well before the FCC because they are live.

Electrical transcription companies are currently suffering from a terrific squeeze play, and indications are that they have been plotting forward their strongest efforts to best AFRA rather than the AFM. Recent meeting of e.t. execs in New York had as its purpose the setting up of a united front against AFRA, and the planning of demands which these companies would make of AFRA for the "good of the industry" rather than vice versa. Nothing was mentioned of the AFM brawl.

Look to Lea

Mood of e.t. execs in New York varies, some of them feeling that the Lea Bill will be declared constitutional, resulting in a waning of Petrillo's power. Others, on hearing of Petrillo's demands, stated, "that's nonsense. We'll give him what we like, not what he wants. He's in a tough spot and can make a lot of noise to keep his men in line."

Relative to the Philco-Crosby show angle, execs at Local 802 in New York's Steinway opined the AFM exec board now meeting in Chi would not only pack up e.t. rates, but would do so with the express purpose of discouraging platter deals a la Crosby pattern. According to the union's way of thinking, Crosby seg, which goes on some 600 stations as originally planned, would displace musicians on that many stations. Reports that other top talent would like to wax network segs similar to the Philco show aggravates musicians, who feel that one way out would be to keep the price so high that a wax program would cost even more than a live one.

Some, however, even some union execs themselves, believe Petrillo will come down in his demands and settle for a hike of approximately 37 per cent—as he did not only both in phonograph records and in record contracts covering mechanical music. "The pattern," said one spokesman, "was set in such contracts as the one with Movietone and remains set in the record pact. The transcription deal is likely to follow the same course."

At any event, a rough and tumble fight is expected in Chi Tuesday (22) when confab resumes, with transcribers calling upon the NAB for support and with Petrillo using the transcription demand as a weapon in an attempt to get broadcasters to ease up on their over-all fight against him.

Big Daytime Leadership

In the 40 daytime quarter-hour periods (Mon. thru Fri.), the latest Hooper Listening Index in the Worcester area of over 500,000, gives WTAG 31; Station B, 7; Station C, 3; Station D, 0 and Station E, 0.

WTAG
WORCESTER

Exclusive!
CUBS
BASEBALL
1944, '45-'46 and '47 too!
W-I-N-D
CHICAGO
560 K.C. 5000 WATTS

Industry's Tone Seen as Hope for Government Peace

(Continued from page 5)

tion, and as such, can't possibly push FM against AM. NAB chieftains counter that they can certainly handle the over-all issues, since their policies regarding FCC and labor are identical for both FM and AM.

To hear these vital radio issues threshed out, a goodly sprinkling of Washington luminaries will be present at the meeting. Representing FCC will be Acting Chairman Charles Denny Jr., Commissioner Ewell K. Jett, Commissioner Rosel Hyde; George Adair, chief engineer; Benedict P. Cottone, commission general counsel; Harry M. Plotkin, assistant general counsel; Vernon L. Wilkinson, assistant general counsel; Dallas Smythe, chief of FCC's economic division; C. M. Jansky, chief of FM engineering section; John A. Willoughby, assistant chief engineer; William Mailey, assistant to secretary of commission, and Earl Minderman, assistant to chairman.

Invites have also gone out to Alonzo F. Bluthio-Sicco and Amelia Zacarraga, president and founder respectively of the Inter-American Association of Broadcasters; Dr. Paul Atou K. Wheeler, chairman of Senate Interstate Commerce Committee; Rep. Clarence F. Lea, chairman of House Interstate and Foreign Commerce Committee; John W. Studebaker, U. S. commissioner of education; Gen. J. Lawton Collins, information chief, War Department; Capt. Leonard Schmitz, chief of radio section, War Department; Gen. Joseph F. Battley, executive officer, information division, War Department; Capt. E. M. Eller, information director, U. S. Navy, and Rear Admiral Harrison Holton, chief of navy radio section.

AFRA Adamant on Contract To Cover The Entire Country

(Continued from page 7)

position on this point is unassailable, since it is willing to arbitrate all questions with the exception of the AFRA shop. According to AFRA thinking, the members are not merely scabbing when webs feed shows to anti-AFRA outlets, but also helping stations get a bigger bank-roll with which to fight the union.

Negotiations between web brass and the union have been postponed for a week while the NAB convention is holding forth in Chicago. It's expected the execs with return from the conclave with a clearer idea of what they can concede to AFRA. Thus far, however, webs have consistently claimed that they cannot dictate policy to affiliated, non-web owned stations.

One item of top significance, as seen by observers, is the fact that AAAA reps will be at confab the latter part of this month. It's believed this may be the first break in the policy of having networks do actual negotiations with the union, while AAAA, which pays the commercial rates, sits in as an observer.

Last meeting between AFRA and transcription execs brought forth small concessions from e.t. companies, and the union is considering them now. However, real negotiating will not begin until platter merchants see the kind of deal AFRA wangles for itself from the networks. Additional confab on e.t.'s is scheduled this week.

Key demands in AFRA's proposed network contract call for one nation-wide contract; elimination of Pacific Coast differential and a pay hike, originally set at 35 per cent.

Vital Probs Fa Chi Conclav Execs Serio

(Continued from page 5)

to discussing two new impor problems which have arisen in last few weeks. One of these is industry's dissatisfaction with B Since the research outfit recently leased its first station coverage m many have found faults with res claiming that coverage maps are true representations of stations' a ity to do a marketing job. Cr also claim that BMB's proposed of its reports do not represent so research theory or practice. Th beefs and others are expected to aired at the BMB session Tues afternoon, when Hugh Feltis, E president, and Lloyd Howard R chairman of the board, will sp Indications are that this will be of the most important meetings, of the best attended, and one in wh those attending will get up and their piece.

Petrillo, as Usual

Another new problem facing industry was also given much discussion today. This was the new move of the American Federation Musicians, which last week demand an increase for transcriptions. Ja C. Petrillo, AFM prexy, who week said he would never again n with NAB President Justin Miller (see story in radio section), is to be defying broadcasters by sci uling a meeting with the transcrip companies in Chi Tuesday at the Palmer House. While some conv tioners consider this an additi and typical Petrillo attempt to ferret it might help the industry, in that industry will be present at the Pal House in a body, and if arrangem can be made, can present a un front to the AFM. Some have g so far as to state that the new ulo ratio should be made the subje a special meeting of the NAB m bership, and if not of the memb ship, at least of the executive bo

Even tho the convention will n practically every problem in affec the industry, some of those on h were a little perturbed that there be no discussions of television. It admitted, of course, that this w meeting of broadcasters and not t casters, but they reasoned that s many broadcasters hope to own t vision stations, the NAB was gu of an oversight in not schedulin least one panel on television.

Panels, as Usual

But, just to make sure that no gets the idea that the industry changed completely overnight, should be pointed out that those are anticipating some fun, too, of course, a little of the usual el bending. Indicative of the exter fun making is the fact that cock parties are going to be plent NBC, CBS and MBS, have set th for Tuesday at the same time, and MBS at the Palmer House CBS at the Drake.

However, in spite of the expe gaiety, most of those on hand t were serious. This, evidently going to be a serious NAB con tion. Conversations in hotel re and the frowns on the faces of t at the Palmer House proved it. is one NAB convention that may duce results.

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KING COLE SHOW

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THE KRAFT MUSIC HALL

EVERY THURSDAY AT 9 P.M., EST.—NBC-COAST TO COAST

Thanks. It's been wonderful working with you. Sorry that we're going to have to bow out of the "Music Hall" on January 2 due to commitments out of New York.

Personal Management:
CARLOS GASTEL

Direction:
GENERAL ARTISTS CORPORATION

50% TO 37½% IN FOUR DAYS..

The Negotiations—Day-by-Day, Play-By-Play Review

CHICAGO, Oct. 19.—Following is a day-by-day, play-by-play account of what took place in the Palmer House here, in the four days of negotiations between the AFM and the record manufacturers.

October 14.—James C. Petrillo and his executive board hand diskers copies of AFM's proposals for new scales. Record men read 'em, do some fast pencil work and estimate that the proposals represent a 566 per cent increase for pop tootlers, somewhat less for the unbarbered boys. Diskers gasp and adjoin to meeting of their own to consider the proposals, and plan counter-offer.

Slightly Grim

October 15.—Looking slightly grim, diskers come back into meeting with the AFMers; state that they were "stunned" by the proposals, maintain that no such proposals have ever before been made by any union to any industry. They begin to outline to Petrillo some of the rising costs with which they have been faced in the past year, try to point out that an increase approximating what Petrillo wants could put them out of business. Petrillo says he doesn't want to put anybody out of business. The diskers submit their first counter proposal of 17½ per cent. Now it's Petrillo's turn to express astonishment and say "ridiculous." He does.

The 20 to 25 Jump

October 16.—Still looking slightly grim, the diskers make their second offer, a 20 per cent increase. They again go into the reasons why they can't take any more of a jump.

The musician spokesmen counter with reasons why 20 per cent is only 2½ per cent more ridiculous than 17½. Music makers, they point out haven't had a disk hike in a long time, while practically all other workers have had several. They also maintain that the diskers have been cleaning up, and insist that the record business is going to get even better. Some of the record men's earlier statements, at this point, come back to plague them as the AFMers pull out a flock of tear sheets of stories from *The Billboard*, in which some diskers have said they were going to make 7,000,000, 9,000,000, 11,000,000, etc., ad infinitum disks per month pretty soon. The record men take a short recess, kick the situation around some more among themselves and

(See The Negotiations on page 108)

It's a Gift

NEW YORK, Oct. 19.—Publishers' printers are not only having trouble getting paper to print their songs on, but pubs are having just as much trouble getting the precious stuff for packaging the printed ditties. Situation reached a head this week at Mills Music when the firm, completely out of standard wrapping paper, used Christmas wrappings to package its printed music—and considered that a gift from Santa under present strained conditions.

Big Ask, Fast Deal Take Biz By Surprise

A Frantic 96 Hours

CHICAGO, Oct. 19.—After proposing a set of new scales (and conditions) calling for increases up to 500 per cent (see *Old Scales and Original Proposal* box) James Petrillo and his American Federation of Musicians' executive board accepted 37½ per cent increase across the board (see *New AFM-Record Manufacturers Contract* box) from the disk makers Thursday (17). Just four days elapsed between the AFM's original proposals, which were made Monday (14) and the time of the settlement. But in that four days the music and record business went into such frenzied activity as has rarely been seen in any American industry.

Feh New Disk Ban Certain

Here in Chicago, in New York and Hollywood diskers, music publishers, band leaders and other industry

(See Big Ask, Fast Deal, on page 108)

Those 4 Days In New York; The Reaction

Indies Worried, Worked

NEW YORK, Oct. 19.—Independent record manufacturers' reaction to the 37½ per cent musicians' recording increase was generally favorable here. Many indies, tho they confess that the boost will do them no good, felt it could have been much worse and agreed that the musicians were entitled to the raise. Most also agreed that tho wage boost will benefit musicians who wax there will be fewer musicians used in cutting indie wax wherever possible in order that added salary costs for dates could be pruned.

Many indies agreed that in addition to lowering the number of musicians

(See 4 Days in New York, page 108)

Those 4 Days In Hollywood; The Reaction

Plenty Coast Cutting

HOLLYWOOD, Oct. 19.—Settlement of AFM-Recording Company wage squibble in Chicago Thursday (17) brought a joint sigh of relief from recording quarters here and put an end to one of the wildest recording sprees seen in several years. Town's record firms, swarming with rumors of fantastic wage hike demands, spent the first half of the

(See 4 Days in Hollywood, page 108)

The Old Scales and the AFM's Original Proposals

Old Scales

Popular

$30 per man per three-hour session during which not more than 10½ inches of recorded music is made on not more than four 10-inch master records. . . . Or not more than 15 minutes of recorded music is made on not more than three 12-inch master records.

Classical

$28 per man per two-hour session, not to exceed 40 minutes playing time per hour.

Leaders and/or contractors to receive double pay in old scales and original proposals for new scales.

AFM Original Proposals

Popular

$50 per man per hour ($150 per man per three hours) during which hour not more than five minutes recorded music is made.

Classical

$50 per man per two-hour session, not to exceed 40 minutes of playing time per hour, plus $12.50 for each additional half-hour or fraction thereof, of which not more than 20 minutes is to be playing time.

Dopesters Try To Figure Petrillo's Fast Comedow

NEW YORK, Oct. 19.—Wildest stories follow the signing of the new d pact with a 37½ per cent hike revolved about the possible reasons why Jar Petrillo and the AFM exec board dropped from their original 500 per c increase demand to 50 per cent and then settled for 37½ per cent in short span of four days. One school of thought claims that some ins development took place in connection with the imminent hearing on Petril alleged violation of the Lea Bill between the time the original 500 cent proposal was made and the time of the 37½ per cent settlement. T inside development is supposed to have been of such a nature as to scare the beegeesus out of the AFM prexy and bring him down 450 per cent to his second offer of 50 per cent.

Hush-Hush AFL Angle

Another school of guessers hold that word came down from American Federation of Labor biggies telling Petrillo that the battle he had started for a 500 per cent jump in locals' scales was incompatible with some new and imminent national scheme of the AFL. This theory, of course, assumes that the AFL knew nothing of Petrillo's intentions prior to the AFM meeting with the diskers. Most competent trade observers consider this quite an assumption.

Advisors' Bum Steer

Third set of Monday morning quarterbacks say that Petrillo's advisors gave him a bum steer in urging him to shoot for the 500 per cent hike, and that AFM prexy discovered this shortly after the conferences with the diskers started.

Most of the record men who represented the industry at the meetings feel it was simply a case where they convinced Petrillo that the 500 per cent increase, or anything even approaching it, was entirely impractical and would hurt musicians rather than help. They don't, however, attempt to explain the AFM prexy's comparatively reasonable attitude in these negotiations, as against his previous somewhat more stubborn approach. Maybe, say some diskers, the old boy is just getting a little softer with age.

Stark Fills in Pro Mgr. Post at Paull-Pioneer

NEW YORK, Oct. 19.—Death of Ira Schuster left the post of professional manager open at Paull-Pioneer Music. Larry Stark is temporarily handling duties while the firm is mulling plans for the future.

Song that firm is working on, *Let's Put Our Hearts Together*, was writ-

Pubs, 802 Mee Re New Scale For Arranger

NEW YORK, Oct. 19.—While mu biz attention last week was focu sharply on the AFM-record comp negotiations in Chicago, the p lishers were quietly negotiating th new contract with Local 802, AI for arrangers, copyists, etc. El Shapiro-Bernstein heads the l committee which is carrying on negotiations. Shapiro says a n ber of points have already b agreed upon, with others still in negotiating stage. Unverified repo say that 802 originally propose 100 per cent jump for the doodl but that the pub negotiators h already whittled this down to 50 cent. Final settlement will probe be considerably under 50 per c next meeting between the pubs the union is set for Monday (21).

Work Stoppage at Decca Pl

NEW YORK, Oct. 19.—While I ton Rackmill, Decca exec veepee, in Chicago with other disk reps e rying on negotiations with the A last week, Leonard Schneider, re the United Electrical and Ra Workers here, UERW workers Decca's New York plants walked Monday (14) over alleged anti-un closed grievances. Neither Schne nor union officials cared to comm on the situation, but an early tlement was anticipated late week.

ten by Schuster and the late Rosenberg, both of whom died cently.

It's a Gift

NEW YORK, Oct. 19.—Publishers' printers are not only having trouble getting paper to print their songs on, but pubs are having just as much trouble getting the precious stuff for packaging the printed ditties. Situation reached a head this week at Mills Music when the firm, completely out of standard wrapping paper, used Christmas wrappings to package its printed music—and considered that a gift from Santa under present strained conditions.

...OR MAN, WAS THAT CLOSE!

THE NEW AFM-RECORD MANUFACTURER CONTRACT

Effective October 21, 1946. Expires December 31, 1947

Popular Records

$41.25 per man per three-hour session during which not more than 10½ inches of recorded music is made on not more than four 10-inch master records

or

Not more than 15 minutes of recorded music is made on not more than three 12-inch master records.

Lenders and/or contractors to receive double pay.

Overtime at same rate with any fraction of an hour considered a full hour.

An $11.25 increase over the old scales per man per three-hour session.

Classical and Symphonic Records

$58.50 per man per two-hour session, but not to exceed 40 minutes of playing time in each hour.

Leaders and/or contractors to receive double pay.

Overtime at same rate with any fraction of an hour considered a full hour.

A $10.50 increase over the old scales per man per two-hour session.

Diskers' Confab Co-Op May Lead to Nat'l Association

NEW YORK, Oct. 19.—Settlement of the new AFM record company contract at 37½ per cent, after the AFM had originally proposed increases as high as 500 per cent, is being attributed in many quarters to unprecedented manner in which the representatives of the various diskeries worked together during the negotiations. This talk leads to the possibility of the manufacturers banding together in a national association.

Today's New Problems?

Tradesters who consider formation of such an intra-industry group likely pooh-pooh the cold-water tossers who claim that the disk manufacturers have never been able to work together and cite chapter and verse to show how they cut each other's throats at every turn. Believers in the probability of an effective manufacturers' association point out that negotiating new scales with the AFM is only one of the problems facing the industry today. Negotiations with other labor groups in the disk biz are equally important, as are any number of other pressing matters having nothing to do with unions or union negotiations.

BMI All Out at Chi as ASCAP Hosts D. C. Meet

NEW YORK, Oct. 19.—This week has foreign licensing biggies at the international federation meet in Washington beginning Monday (21), while Broadcast Music, Inc., radio's own licensing org, will be doing an all-out job in Chicago, beginning the same date, at the National Association of Broadcasters' convention.

While ASCAP is hosting the foreign performing rights toppers in an all-out manner, BMI has by no means fluffed the boys from abroad. In a quiet but persistent manner, the radio group's foreign department has managed to hold confabs with practically all of the foreign delegates at one time or another.

Cain in N. Y.; Cleffers May See Him; Hush On SPA-MPPA Front

NEW YORK, Oct. 19.—Tho a quiet stranger in on the Songwriters' Protective Association-Music Publishers' Protective Association contract situation on this week following the exclusive story in last week's issue of *The Billboard* reporting that the cleffers were forming a committee to investigate author James M. Cain's plan for leasing instead of selling copyrights, Cain's arrival in town seemed peculiarly propitious.

Cain's primary purpose in coming to New York was to address a group of authors concerning his plan under the auspices of the Authors' League.

(See Cain in *New York on page 112*)

Biz Ponders New Scales' Disk Effect

Less Men Per Unit Seen

NEW YORK, Oct. 19.—The ink had hardly dried on the new disk pact when record and music men began speculating on the probable effects the 37½ per cent jump in recording scales would have on the business. After the first relief over the fact that the increase was only $11.25 per man per three-hour session for pop musikers and $10.50 per man per two-hour session for the longhair lads, instead of 500 per cent over previous scales, most record men realized that the increase was still an item. In the face of rising costs in all items entering into the manufacture of disks it seems most platteries will try to maneuver so that the new scales will add as little additional as possible to the cost per disk.

Many Possibilities

Wherever it's practical the number of men in an outfit will probably

(See *Effect on Disks on page 108*)

Waxers Don't Plan Platter Price Jumps

But Possibility Remains

NEW YORK, Oct. 19.—Whether the 37½ per cent increase, which the AFM won for its disking musicians will soon, or eventually, result in a record price increase was one of the more serious questions being mulled following signing of the pact. The record manufacturers, to a man, maintain that they are not going to raise platter prices, that such a raise under today's conditions would be tantamount to an automatic slashing of sales volume. One indie disker even went so far as to say that he was going to shoot for big enough production and sales to enable him to cut his price.

Recall 50 to 60-Cent Jump

Trade observers, however, recall that it wasn't too long ago when the majors said they wouldn't up the price

(*See No Jumps, Say Waxers, p. 112*)

Cost of Cutting Longhair Discs Ups With Hike

NEW YORK, Oct. 19.—New AFM recording scales will hit the record companies hardest on their classical labels, according to platters execs here. While the $10.50 per man two-hour session (limited to 40 minutes of playing time per hour) jump seems innocuous enough at first blush, waxery execs point out that in most contracts with symph orks the record company pays the conductor a certain royalty, pays another fee to the symph association and then pays each of the individual musicians on the date. (In pop platter contracts the diskery makes its deal with the leader for a given advance against royalties, and the leader pays the musicians). A fast look at the number of tootlers in any classical or symphonic group, plus a little multiplication gives a quick picture of the difference in cost to the record companies of cutting a classical session under the old and the new scales.

Will 37½% Hike Cue Hefty New UERW Demand?

NEW YORK, Oct. 19.—While majority of record manufacturers felt that the 37½ per cent increase granted the American Federation of Musicians wasn't too horrible a deal, the pessimist brigade pointed out the possibilities that the increase would result in tough demands from other unions with whom the diskers have

(*See What About UERW?, page 112*)

Mexican Masters & Nix to Truman Are Could-Have-Beens

NEW YORK, Oct. 19.—If the AFM had held out for anything approximating its original proposals, the disk industry would probably have been faced with a repetition of the 27-month disk ban which began in August 1942. Here are some of the developments which might have taken place.

Number of releases per week would have been cut down by all record companies, attempting to hold out as long as possible. Band leaders would scream at their agencies even louder than they now do to get them some airtime, preferably commercial, to keep the band alive. Same band leaders and their handlers would be hounding the diskers trying to get their platters released. Publishers would be doing likewise.

Another Mexican

As their supply of unreleased disks began to peter out, some of the smaller companies without a sufficient backlog would disappear from the scene. The supply of unreleased records of current and early future pops would soon run out, and record buyers wouldn't get any more current stuff, unless some disker could find a Mexican who had made masters of new pops, which the disker could buy from him. The disker wouldn't remember the name or address of the Mexican when the AFM queried him on it. Some platteries would start making *a capella* disks which wouldn't sell.

President Truman would wire AFM Prexy James Petrillo, asking him to lift the ban so that the American people could have the solace of music. Petrillo would wire Truman that he was sorry, but he couldn't lift the ban. Seven hundred, twenty two newspapers would write editorials denouncing Petrillo. Finally one of the record companies would send in cards on the others and sign with the AFM. Pretty soon the others would sign, too.

Music Printers Mull Price Hike

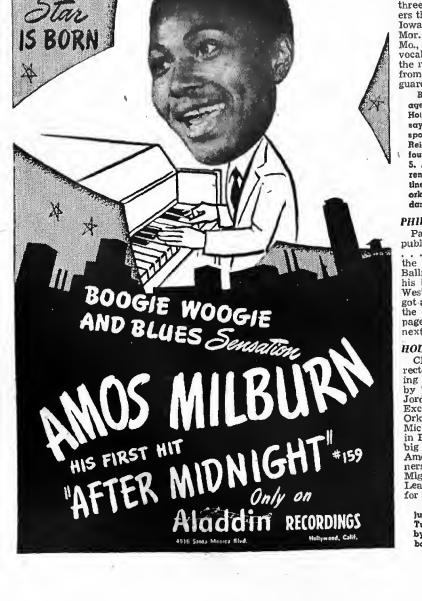
NEW YORK, Oct. 19.—Music Printers' Association met this week to mull a general price increase for music printing. Dave Kuperman, of Kuperman & Del Guercio, said that nothing definite will be decided until around the first of the year. He said that raises in cost of paper and labor will necessitate the price boost for the music publisher. Kuperman explained that a hike in printing prices would be set at a minimum and maximum levels determined by the size and capacity of the firm making the estimate.

Kuperman said that the music printers were still hard hit by the trucking strike. He said almost all of printing houses in the city were operating on a minimum without overtime and had completely dropped their night shifts. The printer added that the houses hardest hit were the firms that had specially built presses for bigger size music, such as folios, which require long runs and large quantities of paper to operate without loss.

RKO Link Seen In Atlas Buy of Musicraft Slice

NEW YORK, Oct. 19.—Sale of a piece of Musicraft Records to Atlas Corporation has the trade buzzing. Guesses have Floyd Odlum's organization tying a link between Musicraft and RKO Pictures, in which organization Atlas holds a controlling interest. Basis for these guesses is that the new MGM dickery and the hunt that Paramount Pictures has made for its own record dispensary might have given RKO similar ideas.

Musicraft sources explained that the Atlas purchase into the dickery was the first such plunge for the holding corporation, and that, the investment ran into tidy figures, Jefferson-Travis still retained the controlling interest in the waxworks. Trade guesses on the Atlas investment ran around the million-dollar mark. In addition to selling a piece of the record firm, J-T disposed of its marine radio division to the Emerson Corporation for an undisclosed sum, leaving them with their Union Aviation Products plant, wire tape recorder and Musicraft. Combination of J-T and Atlas has many trade people feeling that Musicraft might have received the needed injection to bring the firm into the major category.



Music—*As Written*

NEW YORK:

E. B. Marks Music threw a cocktail party Thursday (17) afternoon in honor of Ernesto Lecuona. Highlight of party was introduction of Lecuona's score for *Carnival in Costa Rica* pic as performed by the composer at the keyboard and name Latin-American singers. . . . Art Tatum into the Downbeat on November 19. . . . Sam Donohue ork, all ex-navy vets, will appear on Navy Day either celebration via NBC and Mutual. . . . Buddy Johnson ork to play a week at Newark's Adams Theater beginning December 12.

Sam Braverman, of Neisner Bros.' chain, was erroneously reported as dead in this column last week. It was another Braverman, not in the music biz. . . . Fran Warren, ex-Charlie Barnet chirp, goes into Claude Thornhill ork as replacement for Jeanne Shirley. . . . Murray Massey left Stevens Music to join Sammy Kaye's World and Republic firms as general manager.

Jimmy Saunders, Charlie Spivak vocalist, on two weeks' notice after backstage flareup during band's recent Paramount Theater date. . . . Continental dickery signed Machito and His Rumba Ork to waxing deal. . . . After six years with Barney Josephson's Cafe Societies, the Redmond Hall Sextet closed Uptown on October 19. . . . Manor Dickery to cut an Al Trace-Dona Davis version of *Hansel and Gretel* with narration by Lew Lehr.

Paramount pick discovery, Olga San Juan, pacted with Mercury Records. . . . New keynote 88-album release keyboarder Bernie Leighton with Dave Tough, Hy White and Trigger Alpert rhythm section. . . . Dead-pan chirp Pearl Bailey to appear in Paramount pic, *Variety Girl*. . . . Bridgeport Conn., Operetta Guild presenting new musical comedy tabbed *Princes Yvette*. . . . Boy! *What a Girl*, Herald Pictures all-Negro flick, will be released on November 15. Pic features music of Sid Catlett ork, Slam Stewart Trio, Brown Dots and Ann Cornell.

CHICAGO:

Record execs who attended the AFM executive board meeting here this week reported that their recording supervisors worked 16 hours per day on the average, waxing artists before the AFM's increased scale took effect October 21. . . . Dave Baumgarten, of MCA's band location department, was father of a daughter, Judy, born Monday (14). . . . Richard Bradley and his National Recording firm, which sold Tower and Teagarden Presents labels, moved to new headquarters. . . . Mercury readying seven more albums for November 1 delivery. . . . Howard White, Omaha territory band booker, abandoned his Chi office.

KANSAS CITY:

Les Hite is moving his band from Vic Schroeder Agency, Omaha, to the McConkey (of Kansas City) banner, with Cole Keyes handling. Pact is inked for Pieper to play his first McConkey date in Club Casino, Quincy, Ill., opening November 12 for three weeks after a run of one-nighters thru South Dakota, Nebraska and Iowa after checking out of the Plaza Mor. Beverly Easton, of St. Joseph, Mo., has joined the Pieper band as vocalist, and Pieper reports that with the return of Sid Jensen (third alto) from the service his pre-war "old guard" is back again on the stand.

Barney Jaffey, Tower Theater manager, who is handling bookings for Hotel Muehlebach's Terrace Grill, says he is booking bands into the spot on "band, to band" basis. Don Reid's ork, there currently, is set for four-week run, winding up November 5. . . . Tommy Flynn's band is currently in the Penguin Room of the Continental Hotel, and Kenny White's ork is handling the Saturday night dances on the hotel's Sky-Hy Roof.

PHILADELPHIA:

Pat Patterson ushers in a season of public dancing at Castle Ballroom. . . . Clarence Fuhrman takes over the bandstand chores at Wagner's Ballroom. . . . Esy Morales dropping his batoning chores to head for the West Coast for a rest. . . . Joe Frasetto got a bonus for his music-making for the Atlantic City Miss America pageant and also clinched the job for next year.

HOLLYWOOD:

Charles Calvert named musical director for Indie Station KMPC, hiking job created several months ago by Ted Steele. . . . Singer Ricky Jordan to record first three sides for Exclusive Records next week. . . . Ork fronter Leonard Sues goes on Mickey Rooney p.-a. tour, opening in Boston October 24. . . . Look for big shake-up of top brass at Pan American Records, with several partners eased out. . . . Mel Torme, Miguelito Valdes and blues singer Lead Belly all waxed batch of sides for Musicraft last week.

Henry Schoeler on cross-country junket to sell his new musical game, Tune-O. Box-office gimmick now used by Arayon, Arcadia and Santa Monica ballrooms. . . . Carmen Cavallaro breaking records at Cleo's. . . . Paladium boss, Maury Cohen, heads for Cuba on his week at bandbuying expedition. Cohen will be gone a month and expects to line up a batch of new attractions for next year.

LONDON:

Ted Heath and his ork doing a tour of the Scandinavian countries last week. . . . Reedman Joe Van Straten opened a six-string guitar factory in London with a "Competition to America" campaign as a leader.

Hey! Ba-Ba-Re-Bop and *E-Bob-a-Lee-Bop* carrying on in England where they left off in the States. . . . Rumba specialist Roberto Inglez had a narrow escape in an auto crack-up. . . . Ambrose and ork returned to London after their first post-war continental booking in Monte Carlo. . . . Twelve-year-old drum prodigy, Victor Feldman, drew a meaty role in a new London musical, *Piccadilly Hayride*. Hazel Bray, former Ray Winstone chirp, also featured in the show.

Hamish Menzies is new pianist-vocal rave in Britain. . . . Woody Herman's herd causing as much critical controversy in the United Kingdom as it did when their blast first hit the States. . . . Latest thing in British-produced radio-phono combinations sells for a mere $868. Report has it that some of these items are on their way to the United States where some trade observers feel they will be stone cold dead on the market.

Benecke May Go Air Wax; Ork Changes

NEW YORK, Oct. 19.—Tex Benecke-Glenn Miller orchestra is cutting an audition transcription in Hollywood Thursday (24) for a proposed canned half-hour air show. Nationally known magazine may sponsor the 39-week series. Excuse for the cut of the transcribed gimmick is that ork booking schedules would not have to be shuffled in order to make room for the video effort. Don Haynes, band's manager, is flying to the Coast today to supervise the cutting and editing of the audition disk.

Current Benecke vocal group, Crew Chiefs, will drop out in favor of Mello-Larks, a newly organized three boy and one girl group. Exit of the Crew group means loss of Artie Malvin and Lillian Lane, who had split single vocal chores with Benecke, and trumpeter Steve Steck, who doubled as part of the vocal group. Gary Stevens, Spivak vocalist of several years back, coming in to replace Malvin, Jack Steele, of the Glenn Miller AEF ork and recently with Ray McKinley, coming in to replace Steck, and there will be no replacement for the Lane chirp at the moment. Total band personnel will now total 36. Benecke was appointed dance band leader chairman for next year's March of Dimes drive last week. Ork will also play the half-hour army recruiting show over Mutual from November 9 thru December 21. On January 13 Benecke's crew go on the Judy, Jill and Johnny show for 13 weeks, following which the band will return to the army recruiting shot as a regular feature.

Hicks' Way

NEW YORK, Oct. 19.—Press agents have been called lots of things, but a Hicks advertising agency publicity handout this week came out with a new one. It announced that Dagmar Van Haur was going to work for the firm as a "musicologist." Closer inquiry found Hicks officials admitting it was just a "new way of saying 'press agent.'"

West Coast Meadowbrook And Trianon Cut to Week-Ends Only as Biz Drops

Aragon Adds Names; Others Try Promotion Hypos

HOLLYWOOD, Oct. 19.—With ballroom biz generally off 25 to 35 per cent, at least two spots threw in the sponge this week and curtailed operations to week-end nights only. Meadowbrook, in Culver City, and Trianon, South Gate, both decided against taking further losses on week nights. At least several others broadly hinted that unless biz picks up, they, too, will follow suit, rather than go into the red. Meadowbrook's Joe Zucca indicated that spot will shop around for bands in medium price range ($3,500-$4,000), abandoning its current big-budget bands which now run as high as $7,000 weekly. Spot, now offering Harry James ork, shifted to Friday and Saturday operation this week. Terpery will probably scale down admish tariffs from current $1.50 scale to about $1 when the James engagement is over.

Horace Heidt's Trainon will be open Fridays, Saturdays, and Sundays beginning November 8, with Hoagy Carmichael's Stardusters set for a four-week run. Prices remain same ($1 on Fridays and Sundays, $1.20 Saturdays) and spot will add enlarged floorshows in effort to hypo b.o. Hall will be leased out to private parties on off nights.

Casino and Aragon 7 Days

Casino Gardens and Aragon, both Beach locations, will continue seven-day operations for present. Kermit Bierkamp, Casino manager, is currently launching a promotion drive to stimulate biz, and nothing definite will be decided until promotional campaign has been given a fair trial. Casino will run special events, including high school nights, "over 30" sessions of sweet music, and ballroom prize dance contests to be staged by the Eddys, well-known ballroom team. If promotion fails, however, it is believed spot may join other ballrooms in semi-shuttering, at least during winter months.

Aragon, currently housing the Jan Garber crew, has hyped week-end biz by adding a second bigger name band. Cugat engagement last week-end grossed $22,000 in three days, and Spike Jones ork is expected to do big biz this coming week-end. Hollywood's Palladium continues under present policy, having edge over other ballrooms by central location and top band policy. Avadon, newest downtown terp palace, is reportedly set to partially shutter.

Mark Warnow Inked by MGM Diskery for Broadway Album

NEW YORK, Oct. 19.—Mark Warnow, long-time *Hit Parade* conductor, has signed a long-term recording pact with the new MGM diskery. Warnow will cut his first sides in mid-November at Carnegie Hall for an album to be labeled *Broadway Melodies*. Leader will guide 50-piece ork and a 16-voice chorus, in addition to the individual chirpichores of Betty Mulliner and Glenn Darwin.

Calling It

NEW YORK, Oct. 19.—In a pre-meeting story in the October 12 issue of *The Billboard*, which hit the newsstands and reached subscribers October 10, four days before the first AFM-record manufacturers meet on Monday (14), the following prediction was made: ". . . New scale is likely to be from $36 to $45 per man per three-hour session, as against the present $30. . . ." Actual new scale (see box in this department) is $41.24 per man per three-hour session.

Pubs Flock to Platters With Plugs, Standards

NEW YORK, Oct. 19.—More plug tunes were scheduled for further in advance than have probably been skedded during any four-day period in the history of the music business, from Monday (16) when the first word came thru that the AFM was asking for approximately a 500 per cent jump in disk scales to Thursday (19) when the 37½ per cent settlement was effected.

Professional managers and their staffs covered every recording company in town, loaded with copies of their current plugs, their plugs for January, for next March, not to mention their standards and near standards. And plenty of the tunes were cut in the frenzied etching sessions in which a majority of the diskers indulged in an effort to build a backlog to withstand what everyone figured would be another 27-month ban on recording. Practically every studio in town was in use around the clock. A rumor that one disk session was taking place in the men's room at Lindy's, however, proved unfounded.

Album Reviews

LEARN TO DANCE THE RHUMBA
(Vogue Album V-102-1)

Apparently first of a series of projected albums, designed to provide the listener with a complete set of instructions how to sway in that south-of-the-border style, this album shapes up as an excellent vocal textbook on the rumba—step by step. Lessons are planned by Paul Shahin, Chicago radio teacher, and music is by Kiki Ochart's ork. Novel gimmick is the enclosure of a set of cardboard feet to be laid out on the floor, so you can't miss on where or when to put your tootsies when carrying the one, two, three, kick. First three sides in the set find Narrator Ed Allen Jr. giving preliminary instructions on such essentials as "the hip movement," the left and right side step, the square, and the forward and backward side step. After preliminaries, Shahin calls out the numbers while the music starts and the student couple is expected to follow out the pattern of the cardboard feet on the floor. It's not as complicated as it sounds, and with the announcer's persuasive voice it actually gets easy. Fourth side in the set is a complete rumba, *Give Me All of Your Heart*, by Dick LaSalle and his Society Orchestra, tossed in for good measure. Piano solo and heavy Latin beat are outstanding features. On the album cover itself, a complete set of printed

(See Album Reviews on page 137)

2 smash hits
by JOE LIGGINS
AND HIS
HONEYDRIPPERS

"TANYA"
BACKED BY
"BREAKING MY HEART"
NO. 231

"DRIPPER'S BOOGIE"
PART 1 AND 2
GREATER THAN THE HONEYDRIPPER
NO. 232

EXCLUSIVE RECORDS
DISTRIBUTORS INCORPORATED
1418 W. 24TH ST.
LOS ANGELES, CALIFORNIA

Exclusive
RECORDS
SUNSET AT VINE HOLLYWOOD
ORDER FROM NEAREST DISTRIBUTOR

EDWIN H. MORRIS AND COMPANY, INC.

Here Comes
Another Smash Hit!
BY
JULE STYNE
AND
SAMMY CAHN
THINGS WE DID LAST SUMMER

RECORDED BY*

BING CROSBY	—	Decca
GEORGIA GIBBS	—	Majestic
HAL McINTYRE	—	Cosmo
VAUGHN MONROE	—	RCA Victor
FRANK SINATRA	—	Columbia
JO STAFFORD	—	Capitol

ON THE WAY
Coming Up Fast!
GOTTA GET ME SOMEBODY TO LOVE
BY ALLIE WRUBEL
FROM THE SELZNICK PRODUCTION
"DUEL IN THE SUN"
RECORDS TO DATE*

BING CROSBY	—	Decca
TOMMY DORSEY	—	RCA Victor
JAN GARBER	—	Black & White
GEORGE PAXTON	—	Majestic
CLAUDE THORNHILL	—	Columbia
MARTHA TILTON	—	Capitol
ORRIN TUCKER	—	Musicraft

*LISTED ALPHABETICALLY
NEW YORK • CHICAGO • HOLLYWOOD

The Billboard MUSIC POPULARITY CHARTS PART I

The Nation's Top Tunes

The nation's 10 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart.

Week Ending October 19

TRADE SERVICE FEATURE

HONOR ROLL OF HITS

(TRADEMARK)

The title "HONOR ROLL OF HITS" and the listing of the hits have been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent.

Position This Week — Position Last Week

1. TO EACH HIS OWN — *By Jay Livingston and Ray Evans* — *Published by Paramount Music (ASCAP)* — 1

Records available: Don Byas Quartet, Savoy 600; Ogie Gates Ork, 4 Star 1131; The Flesia Four, Emerald 101; Marie Greene, Signature 15038; Roy Howard Ork, Majestic 7188 and 1070; Freddy Martin, Victor 20-1621; Tony Martin, Mercury 3022; The Modernaires-Paula Kelly, Columbia 37063. Electrical transcriptions: Nat Brandwynne, World; Chuck Foster, Lang-Worth; Dick Jurgens, Standard; Freddy Martin, Standard; Curt Massey, Standard; Novatime Trio, NBC Thesaurus; Silver Strings, MacGregor.

2. RUMORS ARE FLYING — *By Bernie Benjamin and George Weiss* — *Published by Oxford (ASCAP)* — 3

Records available: Andrews Sisters-Les Paul, Decca 23856; Hal Brooks Ork, RelTone 37-7012; The Brown Dots, Manor 1046; Billy Butterfield, Capitol 322; Frankie Carle, Columbia 37063; Harry Cool, Signature 15042; Bette Dowell Ork, Sonora 3038; Tony Martin, Mercury 3022; Betty Rhodes, Victor 20-1044; The Three Suns, Majestic 7202; The Two Cents, Kenny and George), Cosmo 804. Electrical Transcriptions: Les Brown, World; Billy Butterfield, Capitol; Norman Cloutier, NBC Thesaurus; Joe Reichman, Standard.

3. FIVE MINUTES MORE — *By Sammy Cahn and Jule Styne* — *Published by Metross Music (ASCAP)* — 2

Records available: Tex Beneke-Glenn Miller Ork, Victor 20-1602; Phil Brito, Musicraft 15006; Bob Crosby, Decca 18599; Skitch Henderson Ork, Capitol 397; Curt Massey, Cadet CR-305; Frank Sinatra, Columbia 37041; The Three Suns, Majestic 7197.

Electrical transcriptions: Chuck Foster, Lang-Worth; Curt Massey, Standard; Eddy Oliver, MacGregor; Joe Reichman, Standard; Charlie Spivak, World.

4. SOUTH AMERICA, TAKE IT AWAY — *By Harold Rome* — *Published by Witmark (ASCAP)* — 4

From the legit musical "Call Me Mister," sung by Betty Garrett. Records available: Bing Crosby-Andrews Sisters, Decca 23825; Betty Cugat, Columbia 37061; Betty Garrett-Call Me Mister Ork, dir. by Lehman Engel, Decca 23862; Mel Torme and His Mel-Tones, Musicraft 381; George Paxton Ork, Majestic 7202.

Electrical transcriptions: Les Brown, World; The Curenaires, Standard; Aaron Gonnies, MacGregor; Richard Himber, Associated; The Jungle Jacks, NBC Thesaurus; Joe Reichman, Standard.

5. OLE BUTTERMILK SKY — *By Hoagy Carmichael and Jack Brooks* — *Published by Burke-Von Heusen (ASCAP)* — 5

From the Universal film "Canyon Passage," sung by Hoagy Carmichael. Records available: Connee Boswell, Decca 23857; Hoagy Carmichael Ork, ARA 155; Helen Carroll and The Statlers, Victor 20-1643; Marie Greene, Signature 15045; Kay Kyser, Columbia 37059; Danny O'Neil, Majestic 7189; Paul Weston Ork, Capitol 285.

Electrical transcriptions: Elliott Lawrence, Associated; Russ Morgan, World.

6. YOU KEEP COMING BACK LIKE A SONG — *By Irving Berlin* — *Published by Berlin (ASCAP)* — 8

From the Paramount film "Blue Skies," sung by Bing Crosby. Records available: Jan August Rhythm Rhythm, Diamond 2046; Bobby Byrne, Cosmo 801; Dennis Day, Victor 20-1643; Bobby Doyle, Signature 15035; Georgia Gibbs, Majestic 12000; Gordon MacRae, Musicraft 15040; Jeannie McKeon, Black & White BW-730; Dinah Shore, Columbia 37072; Jo Stafford, Capitol 307.

Electrical transcriptions: The Coronettes, Standard; Dick Jurgens, Standard; Elliott Lawrence, Associated; Russ Morgan, World; Jo Stafford, Capitol; Don Swan, MacGregor.

7. IF YOU WERE THE ONLY GIRL — *By Clifford Grey and Nat D. Ayer* — *Published by Mutual (ASCAP)* — 7

Records available: Joan Brooks, Musicraft 15037; Bob Chester Ork, Sonora 3011; Perry Como, Victor 20-1637; Dick Haymes, Decca 18600; Claude Thornhill, Columbia 37059.

Electrical transcriptions: Joan Brooks, Lang-Worth; Norman Cloutier, NBC Thesaurus; The Coronettes, Standard; Frankie Froeba, World; Dick Jurgens, Standard; Claude Thornhill, Lang-Worth.

8. SURRENDER — *By Bennie Benjamin and George Weiss* — *Published by Sunny-Joy (ASCAP)* — 6

Records available: Phil Brito, Musicraft 15023; Randy Brooks, Decca 18597; Bob Chester Ork, Sonora 3011; Perry Como, Victor 20-1637; Al Donahue, 4 Star 1126; Sleepy Fields Ork, Manor R-785; Woody Herman, Columbia 36985; George Olsen, Majestic 7186; Tony Pastor, Columbia 37061; Jan Savitt and His Top Hatters, ARA 150; Dick Watson and His Brown Bola, Manor 1026.

Electrical transcriptions: Phil Brito, Associated; Jan Jurgens, Standard; Art Mooney, Lang-Worth; Novatime Trio, NBC Thesaurus; Silver Strings, MacGregor; Charlie Spivak, World.

9. THIS IS ALWAYS — *By Mack Gordon and Harry Warren* — *Published by Bregman-Vocco-Conn (ASCAP)*

From the 20th Century-Fox film "Three Little Girls in Blue." Records available: Bobby Byrne Ork, Cosmo 801; Harry Cool Ork, Signature 15035; Joan Edwards, Vogue R-767; Jan Garber Ork, Black & White 787; Dick Haymes, Decca 18576; Lucanne Hogan, Musicraft 15037; Jan Savitt, Victor 20-1652; George Paxton Ork, Majestic 7176; Betty Rhodes, Victor 20-1585; Jerry Sellers, Sonora 3012; Ginny Simms, ARA 154; Jo Stafford, Capitol 277; Anson Weeks Ork, Continental C-1194.

Electrical transcriptions: Les Brown, World; Elliott Lawrence, Associated; Joe Reichman, Standard; Jo Stafford, Capitol.

10. BLUE SKIES — *By Irving Berlin* — *Published by Berlin (ASCAP)*

From the Paramount film "Blue Skies," sung by Bing Crosby. Records available: Count Basie, Columbia 37070; Bernie Cummins-The Skirballs, Victor 20-1617; Morton Downey, Majestic 1046; Benny Goodman, Columbia 37053; John Hamlet Swingtet, Blue Note 515; Kaye Brothers Ork, Sheet 67-1014; Les Paul Trio, Decca 23553; Maurice Rocco, Gotham 149; Maurice Rocco, Musicraft 427; The Smoothies, Apollo 1015; Phil Spitalny All-Girl Ork, Vogue R-733.

Electrical transcriptions: Blue Barron, Lang-Worth; Joan Brooks, Lang-Worth; Les Castle, Lang-Worth; Norman Cloutier, NBC Thesaurus; Duke Ellington, World; Fred Feibel, Associated; Errol Garner, Associated; Milt Herth, World; Hollywood Jacks, NBC Thesaurus; Jimmy Lytell, Associated; Johnny Long, World; Hal McIntyre, World; Billy Mills, Standard; Mario Morelli, World; Al Sack, Standard; Joe Sheftel, Lang-Worth; Martha Tilton, Associated; Al Trace, Lang-Worth; Lew White, Lang-Worth; Dick Winslow, Standard.

TOMMY DORSEY

and his Orchestra

THERE IS NO BREEZE
(To Cool the Flame of Love)
and
THIS TIME
Vocal refrains by Stuart Foster

RCA VICTOR 20-1985

CHARLIE SPIVAK

and his Orchestra

SO WOULD I
Vocal refrain by Jimmy Saunders and The Stardreamers
and
MY HEART GOES CRAZY
Vocal refrain by The Stardreamers
(both from Wesley Ruggles prod. "My Heart Goes Crazy")

RCA VICTOR 20-1986

BILL NETTLES

and his Dixie Blue Boys
Vocal with String Band

TEARS HAVE WASHED AWAY YOUR SMILE
and
TROUBLE'S ALL I'VE EVER KNOWN

RCA VICTOR 20-1989

DEEP RIVER BOYS

Male Quartet
with piano, guitar and bass

FOOLISHLY YOURS
and
WILLIAM DIDN'T TELL

RCA VICTOR 20-1990

RCA VICTOR RECORDS

Musicraft RECORDS

offer coin machine operators "playing life" as long as that of any other label on the market!*

*From a report of the Acoustic Testing Laboratories, Cleveland, an independent research firm: "We found Musicraft records to be completely interchangeable with the three major competing brands . . ."

Billboard MUSIC POPULARITY CHARTS

PART II

Sheet Music

Week Ending October 18

BEST-SELLING SHEET MUSIC

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales. (P) indicates tune is in a disc; (M) indicates tune is in legit musical; (R) indicates tune is available on records.

POSITION This Week	Last Week	Weeks on Chart			
15	1	1.	TO EACH HIS OWN (R)	Paramount
8	2	2.	RUMORS ARE FLYING (R)	Oxford
11	3	3.	FIVE MINUTES MORE (R)	Melrose
8	3	4.	SOUTH AMERICA, TAKE IT AWAY (M) (R)	Witmark
10	4	5.	IF YOU WERE THE ONLY GIRL (R)	Mutual
4	6	6.	OLE BUTTERMILK SKY (F) (R)	Burke-Van Heusen
2	12	7.	YOU KEEP COMING BACK LIKE A SONG (F) (R)	Berlin
16	7	8.	SURRENDER (R)	Santly-Joy
1	9	9.	AND THEN IT'S HEAVEN (R)	Remick
5	8	9.	I GUESS I'LL GET THE PAPERS (And Go Home) (P) (R)	Campbell-Porgie
3	11	10.	LINGER IN MY ARMS A LITTLE LONGER, BABY (R)	Bourne
6	5	11.	THIS IS ALWAYS (F) (R)	Bregman-Vocco-Conn
23	10	12.	THEY SAY IT'S WONDERFUL (M) (R)	Berlin
20	9	13.	DOIN' WHAT COMES NATURLLY (M) (R)	Berlin
4	—	13.	PRETENDING (R)	Criterion
11	15	15.	I GOT THE SUN IN THE MORNING (M) (R)	Berlin
1	—	15.	THE THINGS WE DID LAST SUMMER (R)	E. H. Morris

Week Ending October 4

The best selling sheet music for the week ending October 4, 1946, was omitted due to transmission difficulties. It is printed herewith for the record.

13	1	1.	TO EACH HIS OWN (R)	Paramount
9	2	2.	FIVE MINUTES MORE (R)	Melrose
4	5	3.	RUMORS ARE FLYING (R)	Oxford
6	3	4.	SOUTH AMERICA, TAKE IT AWAY (M) (R)	Witmark
8	7	5.	IF YOU WERE THE ONLY GIRL (R)	Mutual
14	4	6.	SURRENDER (R)	Santly-Joy
2	13	7.	OLE BUTTERMILK SKY (F) (R)	Burke-Van Heusen
5	14	8.	I'D BE LOST WITHOUT YOU (R)	Advanced
16	9	9.	DOIN' WHAT COMES NATURLLY (M) (R)	Berlin
3	15	10.	I GUESS I'LL GET THE PAPERS (And Go Home) (P) (R)	Campbell-Porgie
25	8	11.	THE GYPSY (R)	Leeds
1	—	12.	LINGER IN MY ARMS A LITTLE LONGER, BABY (R)	Bourne
21	6	13.	THEY SAY IT'S WONDERFUL (M) (R)	Berlin
4	15	14.	THIS IS ALWAYS (F) (R)	Bregman-Vocco-Conn
4	15	15.	PRETENDING (R)	Criterion

ENGLAND'S TOP TWENTY

POSITION This Week	Last Week	Weeks on Chart	SONG	ENGLISH	AMERICAN
15	1	1.	BLESS YOU FOR BEING AN ANGEL	Noel Gay	Shapiro-Bernstein
16	2	2.	PRIMROSE HILL	Lawrence Wright	*
13	3	3.	DOWN IN THE VALLEY	Leeds	Leeds
3	4	4.	LET IT BE SOON	Francis Day	*
3	7	5.	YOU KEEP COMING BACK LIKE A SONG	Chappell	Berlin
6	4	6.	SO WOULD I	Chappell	Burke-Van Heusen
3	5	7.	SWEETHEART WE'LL NEVER GROW OLD	Strauss-Miller	*
4	10	8.	ALL THROUGH THE DAY	Chappell	Williamsen
11	6	9.	THERE'S A HARVEST MOON	Strauss-Miller	*
16	5	10.	LAUGHING ON THE OUTSIDE (Crying on the Inside)	Campbell-Connelly	BMI
4	9	11.	TO EACH HIS OWN	Victoria	Paramount
5	6	12.	THE 'AMPSTEAD WAY	Chappell	Burke-Van Heusen
8	12	13.	AREN'T YOU GLAD YOU'RE YOU?	Chappell	Burke-Van Heusen
10	15	14.	DO YOU LOVE ME?	Chappell	Bregman-Vocco-Conn
1	—	15.	ANY TIME AT ALL	Mac Melodies	*
8	13	16.	ONE-ZY, TWO-ZY (I Love You-Zy)	Bradbury Wood	Martin
7	11	17.	JOHNNY FEDORA	Leeds	Leeds
14	15	17.	YOU ALWAYS HURT THE ONE YOU LOVE	Bradbury Wood	Sun
3	14	18.	PUT ANOTHER CHAIR AT THE TABLE	Peter Maurice	Leeds
3	18	19.	SIOUX CITY SUE	Chappell	E. H. Morris
1	—	20.	MAKE BELIEVE WORLD	Strauss-Miller	*

* Publisher not available as *The Billboard* goes to press.

PLAY STATUS OF FILMS WITH LEADING SONGS

Tunes listed alphabetically are in films currently showing or to be shown soon. Only tunes which have won a position in one or more of the other features of the Chart are listed, since many film-featured tunes never reach any degree of popularity, and many others are never even published.

BLUE SKIES (Berlin), sung by Bing Crosby in Paramount's "Blue Skies." National release date—September 27, 1946.

FOR YOU, FOR ME, FOREVERMORE (Chappell), sung by Dick Haymes in 20th Century-Fox's "The Shocking Miss Pilgrim." National release date—December, 1946.

I DON'T KNOW WHY (I Just Do) (Feist), in MGM's "Faithful in My Fashion." National release date—August 22, 1946.

IF I'M LUCKY (Triangle), sung by Perry Como in 20th Century-Fox's "If I'm Lucky." National release date—September, 1946.

OLE BUTTERMILK SKY (Burke-Van Heusen), sung by Hoagy Carmichael in Universal's "Canyon Passage." National release date—July 26, 1946.

SEPTEMBER SONG (Crawford), in United Artist's "Knickerbocker Holiday." Released in 1944.

SOMEWHERE IN THE NIGHT (Triangle), sung by Vivian Blaine in 20th Century-Fox's "Three Little Girls in Blue." National release date—October, 1946.

THIS IS ALWAYS (Bregman-Vocco-Conn), in 20th Century-Fox's "Three Little Girls in Blue." National release date—October, 1946.

YOU KEEP COMING BACK LIKE A SONG (Berlin), in Paramount's "Blue Skies." National release date—September 27, 1946.

SPECIAL RELEASE! No. 2

New APOLLO RELEASES

The INTERNATIONALLY FAMOUS

CARL BRISSON

RECORDS FOR Apollo

ALBUM #A-3

The Love of TWO CABBAGES
An Operetta for Children
No. 1016
Part 1: IT'S A WONDERFUL PLACE
Part 4: WE'RE ON OUR WAY TO MARKET
No. 1017
Part 2: TO THE VERY FINAL SWALLOW
Part 3: SNIP, SNIP, SNIP
Part 5: NOBODY WANTS ME
IF WE CAN BE TOGETHER AGAIN

2 DELIGHTFUL NUMBERS

NORA IRELAND

ORCHESTRA UNDER THE DIRECTION of JERRY JEROME

Apollo No. 1021

Write FOR COMPLETE CATALOG of APOLLO Releases

APOLLO RECORDS, Inc.

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The Merry Macs

"Blend-singing" quartet of radio, stage, and screen fame.

Now recording for Majestic

. . . and here's their *first* exclusive recording for Majestic—the standout tune of Walt Disney's latest picture, "Song of the South."

Sooner or Later
(You're Gonna Be Comin' Around)

backed by

There's Them That Do

With Mannie Klein & Orchestra on both sides.

Majestic No. 1084

Majestic RECORDS

Studios: New York City Sales: St. Charles, Illinois
(Subsidiary of Majestic Radio & Television Corporation)

The Billboard MUSIC POPULARITY CHARTS

PART III

TRADE SERVICE FEATURE

Radio Popularity

Week Ending October 19

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, October 11, 8 a.m., and ending Friday, 8 a.m., October 18)

Tunes listed here the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Bureau in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 20 (more in the case of ties) tunes alphabetically. The total times the song has appeared among the top 20 in the Peatman survey to date will be indicated in the chart under the "Weeks to Date" column, but only those making their appearance in the list on or after November 20 are tabbed. Other tunes have been on Peatman before but this information is not available. The music checked is prepondrantly tuner 60 seconds alive.

(P) indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance, the licensing agency controlling performance rights on the tune is indicated.

Wks on Sale	TITLE	PUBLISHER	LIC. BY
10.	And Then It's Heaven (R)	Remick	ASCAP
9.	Blue Skies (F) (R)	Berlin	ASCAP
19.	Doin' What Comes Natur'lly (M) (R)	Berlin	ASCAP
9.	Five Minutes More (R)	Melrose	ASCAP
3.	For You, For Me, Forevermore (F) (R)	Chappell	ASCAP
22.	I Don't Know Why (I Just Do) (F) (R)	Feist	ASCAP
22.	I Get the Sun in the Morning (M) (R)	Berlin	ASCAP
13.	I'd Be Lost Without You (R)	Advanced	ASCAP
2.	If I'm Lucky (F) (R)	Triangle	ASCAP
15.	If You Were the Only Girl (R)	Mutual	ASCAP
4.	It's a Pity to Say Goodnight (R)	Leeds	ASCAP
12.	Linger in My Arms a Little Longer, Baby (R)	Bourne	ASCAP
4.	My Sugar Is So Refined (R)	Capitol Songs	ASCAP
3.	Ole Buttermilk Sky (F) (R)	Burke-Van Heusen	ASCAP
3.	Peace (R)	Feist	ASCAP
6.	Rumors Are Flying (R)	Oxford	ASCAP
4.	September Song (F) (R)	Crawford	ASCAP
9.	Somewhere in the Night (F) (R)	Triangle	ASCAP
13.	South American, Take It Away (M) (R)	Witmark	ASCAP
16.	Surrender (R)	Santly-Joy	ASCAP
4.	The Coffee Song (R)	Vollant	BMI
5.	The Girl That I Marry (R)	Berlin	ASCAP
3.	The Whole World Is Singing My Song (R)	Rabbins	ASCAP
26.	They Say It's Wonderful (M) (R)	Berlin	ASCAP
9.	This Is Always (F) (R)	Bregman-Vocco-Conn	ASCAP
14.	To Each His Own (R)	Paramount	ASCAP
5.	Under the Willow Tree (R)	Peter Maurice	ASCAP
13.	Whatch Ya Gonna Do (R)	Oxford	ASCAP
7.	Who Told You That Lie? (R)	Stevens	BMI
6.	Why Does It Get So Late So Early (R)	Harms, Inc.	ASCAP
7.	You Keep Coming Back Like a Song (F) (R)	Berlin	ASCAP

RECORDS MOST-PLAYED ON THE AIR

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among 1,339 disk jockeys throut the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (P) Indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION Week Last (This to date) Week	Week Last	Week This		Going Strong	Lic. By
5	3	1.	RUMORS ARE FLYING	Frankie Carle (Marjorie Hughes). Columbia 37089	ASCAP
13	1	2.	FIVE MINUTES MORE	Frank Sinatra. Columbia 37048	ASCAP
17	2	3.	TO EACH HIS OWN..	Eddy Howard (Issued with two different "B" sides)..... Columbia 37049	ASCAP
				Cynthia's In Love	
				Careless	
12	4	4.	TO EACH HIS OWN..	Freddy Martin, Victor 20-1521	ASCAP
10	5	5.	SOUTH AMERICA, TAKE IT AWAY.....	Bing Crosby-Andrews Sisters..... Decca 23585	ASCAP
10	—	6.	TO EACH HIS OWN..	The Modernaires-Paula Kelly..... Columbia 37062	ASCAP
1	—	7.	FIVE MINUTES MORE	Three Suns. Majestic 7178	ASCAP
3	—	8.	BLUE SKIES (F)	Count Basie (Jimmy Rushing)..... Columbia 37070	ASCAP
5	6	9.	THE COFFEE SONG..	Frank Sinatra. Columbia 37080	BMI
1	—	10.	PUT THAT KISS BACK WHERE YOU FOUND IT.....	Sam Donahue Ork., Capitol 293	ASCAP
7	—	8.	FIVE MINUTES MORE	Tex Beneke-Glenn Miller..... Victor 20-1925	ASCAP
1	—	10.	THE THINGS WE DID LAST SUMMER..	Frank Sinatra (Axel Stordahl Ork)..... Columbia 37089	ASCAP
1	—	11.	OLE BUTTERMILK SKY (F)	Hoagy Carmichael.. ARA 150	ASCAP
2	9	11.	RUMORS ARE FLYING	Betty Rhodes (Charles Dant Ork)..... Victor 20-1944	ASCAP
2	10	12.	RUMORS ARE FLYING	Tony Martin. Mercury 3032	ASCAP
1	—	12.	RUMORS ARE FLYING	Billy Butterfield (Paul O'Conier)..... Capitol 282	ASCAP
2	5	13.	OLE BUTTERMILK SKY (F)	Kay Kyser..... Columbia 37073	ASCAP
1	—	13.	RUMORS ARE FLYING	Andrews Sisters-Les Paul (Vic Schoen Ork)..... Decca 23656	ASCAP
2	9	13.	PASSE	Tex Beneke-Glenn Miller Ork..... Victor 20-1951	ASCAP
1	—	14.	IF YOU WERE THE ONLY GIRL IN THE WORLD	Perry Como (Russ Case Ork)..... Victor 20-1937	ASCAP
1	—	14.	FIVE MINUTES MORE	Skitch Henderson.. Capitol 287	ASCAP
2	—	14.	CHOO CHOO CHTOOGGIE	Louis Jordan and His Tympany Five..... Decca 23615	ASCAP
9	7	14.	SOUTH AMERICA, TAKE IT AWAY (M).	Xavier Cugat. Columbia 37065	ASCAP
7	10	14.	TO EACH HIS OWN..	Ink Spots..... Decca 23615	ASCAP
1	—	14.	PASSE	Margaret Whiting (Jerry Gray Ork)..... Capitol 284	ASCAP
1	—	14.	THE WHOLE WORLD IS SINGING MY SONG.	Les Brown.... Columbia 37066	ASCAP
9	7	15.	TO EACH HIS OWN..	Tony Martin.... Mercury 3022	ASCAP

The Billboard MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Week Ending October 18

Billboard TRADE SERVICE FEATURE

BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,020 dealers in all sections of the country. Records are listed numerically according to greatest sales. (F) indicates tune is in a film; (M) indication tune is in a legit musical. The B side of each record is listed in Italic.

POSITION Weeks to date	Last Week	This Week		
5	1	1.	RUMORS ARE FLYING....	Frankie Carle.....Columbia 37089
			Without You	
15	2	2.	TO EACH HIS OWN.....	Eddy Howard (Issued with two different "B" sides): *Cynthia's in Love*.Majestic 7166 *Careless* .....Majestic 1070
13	3	3.	SOUTH AMERICA, TAKE IT AWAY (M)	Bing Crosby-Andrews Sisters
			Route 66	Decca 23569
12	4	4.	FIVE MINUTES MORE....	Frank Sinatra.....Columbia 37048
			How Cute Can You Be?	
5	5	5.	TO EACH HIS OWN	Ink Spots.....Decca 23615
			I Never Had a Dream Come True	
11	6	6.	TO EACH HIS OWN.....	Freddy Martin....Victor 20-1921
			You Put a Song in My Heart	
8	7	7.	FIVE MINUTES MORE.....	Tex Beneke-Glenn Miller Ork..
			Texas Tex	Victor 20-1922
11	8	8.	TO EACH HIS OWN.....	Tony Martin.....Mercury 3022
			I'll See You in My Dreams	
1	—	9.	RUMORS ARE FLYING	Andrews Sisters-Les Paul..
			Them That Has—Gets	.....Decca 23656
1	—	10.	THE COFFEE SONG.....	Frank Sinatra....Columbia 37089
			The Things We Did Last Summer	

BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,020 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

POSITION Weeks to date	Last Week	This Week		
6	1	1.	Ink Spots Album	
			Ink Spots	.....Decca A-477
53	3	2.	Glenn Miller	
			Glenn Miller and Orchestra	.....Victor P-146
11	4	3.	Twilight Time	
			Three Suns	.....Majestic 1041
13	2	4.	King Cole Trio	
			King Cole Trio	.....Capitol BD-29
3	5	5.	Barber Shop Quartet	
			Mills Brothers	.....Decca 476

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

Records listed are those classical and semi-classical records selling best in the nation's retail record stores (dealers) according to The Billboard's weekly record dealer survey. Records are listed according to greatest sales.

POSITION Weeks to date	Last Week	This Week		
70	1	1.	Chopin's Polonaise	
			Jose Iturbi	.....Victor 11-8848
54	2	2.	Claire de Lune	
			Jose Iturbi	.....Victor 11-8851
28	3	3.	Jalousie	
			Boston Pops	.....Victor 12160
44	—	4.	Warsaw Concerto	
			Arthur Fiedler, conductor; Leo Litwin, pianist, Boston Pops	.....Victor 11-8863
21	4	5.	Warsaw Concerto	
			Andre Kostelanetz	.....Columbia 7443-M

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

Albums listed are those classical and semi-classical albums selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Albums are listed according to greatest sales.

POSITION Weeks to date	Last Week	This Week		
6	1	1.	Rachmaninoff Concerto No. 2 in C Minor	
			Artur Rubinstein, pianist, NBC Orchestra; Valdimir Golschmann, conductor	.....Victor 11-8875
36	2	2.	Rachmaninoff Concerto No. 2 in C Minor	
			Rachmaninoff, Philadelphia Orchestra	.....Victor DM-58
14	5	3.	Tchaikowsky Nutcracker Suite	
			Eugene Ormandy, conductor Philadelphia Orchestra	.....Victor DM-1020
62	3	4.	Rhapsody in Blue	
			Oscar Levant, Philadelphia Orchestra; Eugene Ormandy, conductor	.....Columbia X-251
1	—	5.	Tchaikowsky Nutcracker Suite	
			New York Philharmonic Symphony Orchestra; Rudzinski, conductor	.....Columbia MM-627

First with the Fans

FRANK SINATRA

DINAH SHORE

singing these smash hits

FIVE MINUTES MORE

HOW CUTE CAN YOU BE?
with orchestra under the direction of Axel Stordahl
COLUMBIA 37048

THE THINGS WE DID LAST SUMMER

THE COFFEE SONG
(They've Got an Awful Lot of Coffee in Brazil)
with orchestra under the direction of Axel Stordahl
COLUMBIA 37089

WHO'LL BUY MY VIOLETS?
with orchestra under the direction of Mitchell Ayres

I MAY BE WRONG BUT I THINK YOU'RE WONDERFUL
with orchestra under the direction of Horry Bluestone
COLUMBIA 37140

YOU, SO IT'S YOU!
(from "Holiday in Mexico")

I'LL NEVER LOVE AGAIN
(La Borrachita)
with Xavier Cugat and his Waldorf-Astoria Orchestra
COLUMBIA 37090

What a set-up for flagging down the fans! Set 'em spinning!

Columbia Records

Trade Marks "Columbia", and Reg. U. S. Pat. Off.

LATEST

Signature

"nickel naturals"

MAKE YOUR POINT-ROLL with SIGNATURE AND PICK UP THE CASH!

ESPANHARLEM SIG. 15015
JEALOUSY
RAY BLOCH

SIG. 15058 WHITE CHRISTMAS
SILENT NIGHT
BOBBY DOYLE

TURN THE KNOB ON THE LEFT TO THE RIGHT SIG. 15049
SOONER OR LATER
WILL BRADLEY

SIG. 15038 HOLD ME, HOLD ME, HOLD ME
THIS IS ALWAYS
HARRY COOL

RECORDINGS PRODUCED BY BOB THIELE

Signature records

DISTRIBUTED BY
GENERAL ELECTRIC SUPPLY CORPORATION

The Billboard MUSIC POPULARITY CHARTS PART V

Juke Box Record Plays

Week Ending October 18

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,204 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I.

Going Strong

POSITION Weeks to date	Last Week	This Week		
6	2	1.	RUMORS ARE FLYING—Frankie Carle (Marjorie Hughes)	Columbia 37069
16	1	2.	TO EACH HIS OWN—Eddy Howard (Eddy Howard) (Issued with two different "B" sides): Cynthia's in Love	Majestic 7158
			Careless	Majestic 1070
12	3	3.	FIVE MINUTES MORE—Frank Sinatra (Axel Stordahl Ork)	Columbia 37048
12	4	4.	SOUTH AMERICA, TAKE IT AWAY (M)—Bing Crosby-Andrews Sisters (Vic Schoen Ork)	Decca 23589
9	5	5.	FIVE MINUTES MORE—Tex Beneke-Glenn Miller Ork	Victor 20-1922
11	7	6.	TO EACH HIS OWN—Freddie Martin (Stuart Wade)	Victor 20-1821
9	6	7.	TO EACH HIS OWN—Ink Spots	Decca 23615
4	9	8.	OLE BUTTERMILK SKY (F)—Kay Kyser	Columbia 37073
2	11	9.	RUMORS ARE FLYING—Andrews Sisters-Les Paul (Vic Schoen Ork)	Decca 23656
13	10	9.	TO EACH HIS OWN—Tony Martin	Mercury 3032
1	—	10.	RUMORS ARE FLYING—Tony Martin	Mercury 3032
9	13	11.	SOUTH AMERICA, TAKE IT AWAY (M)—Xavier Cugat	Columbia 37051
5	12	12.	I GUESS I'LL GET THE PAPERS (And Come Home)—Mills Brothers	Decca 23636
2	—	13.	OLE BUTTERMILK SKY (F)—Henry Carwithshell	ARA 155
3	15	14.	RUMORS ARE FLYING—Betty Rhodes (Charles Dant Ork)	Victor 20-1944
9	8	14.	CHOO CHOO CH'BOOGIE—Louis Jordan and His Tympany Five	Decca 23610
7	14	15.	FIVE MINUTES MORE—Frank Sinatra	Majestic 7179
4	16	15.	HOUSE OF BLUE LIGHTS—Andrews Sisters-Eddie Heywood	Decca 23641
8	—	15.	MY SUGAR IS SO REFINED—Johnny Mercer (Pied Pipers: Paul Weston Ork)	Capitol 255
1	—	16.	RUMORS ARE FLYING—Harry Cool	Signature 15043
1	—	16.	THE COFFEE SONG—Frank Sinatra	Columbia 37069
3	17	16.	SHANTY IN OLD SHANTYTOWN—Johnny Long	Decca 23622
3	—	17.	FIVE MINUTES MORE—Bob Crosby	Decca 18909
1	—	17.	FIVE MINUTES MORE—Skitch Henderson	Capitol 287

Coming Up

Passe—Tex Beneke-Glenn Miller Ork Victor 20-1951

MOST-PLAYED JUKE BOX FOLK RECORDS

Records listed are folk records most played in juke boxes according to The Billboard's weekly survey among juke box operators.

POSITION Weeks to date	Last Week	This Week		
6	2	1.	DIVORCE ME C. O. D.—Merle Travis	Capitol 290
9	1	2.	WINE, WOMEN AND SONG—Al Dexter	Columbia 37062
3	3	3.	THAT'S HOW MUCH I LOVE YOU	Eddy Arnold Victor 20-1945
1	—	4.	SOMEDAY	Gene Autry Columbia 37079
2	4	5.	HAVE I TOLD YOU LATELY THAT I LOVE YOU?	Gene Autry Columbia 37079
1	—	5.	SHUT THAT GATE	Ted Daffan and His Texans (George Strange) Columbia 37067
1	—	5.	RAINBOW AT MIDNIGHT	Bill Carlisle King 536

MOST-PLAYED JUKE BOX RACE RECORDS

Records listed are race-type disks most played in the nation's juke boxes, according to The Billboard's weekly survey among juke box operators.

POSITION Weeks to date	Last Week	This Week		
11	1	1.	CHOO CHOO CH'BOOGIE—Louis Jordan and His Tympany Five	Decca 23610
2	2	2.	AIN'T THAT JUST LIKE A WOMAN?—Louis Jordan	Decca 23669
9	3	3.	THAT CHICK'S TOO YOUNG—Louis Jordan and His Tympany TO FRY Five	Decca 23610
23	—	4.	R. M. BLUES—Roy Milton	Juke Box JB-504 Specialty SP-504
18	3	4.	STONE COLD DEAD IN THE MARKET (He Had It Com-ing)—Louis Jordan-Ella Fitzgerald	Decca 23546
22	—	4.	DRIFTIN' BLUES—Johnny Moore's Three Blazers	Philo P-112

The Billboard MUSIC POPULARITY CHARTS

PART VI

Billboard TRADE SERVICE FEATURE

Record Reviews and Possibilities

Week Ending October 18

RECORD POSSIBILITIES

NO, DON'T STOP! ..... **Woody Herman Orchestra with vocal by Woody Herman . . . Columbia 37094**

The jump urge is pronounced in this plottering as the maestro shants it groovy for a blues rhythm ditty. Ditty is tailor-made for Herman's lyrical talents and it brings out the contagion paced in the chant. Band boys support with a solid rhythm section that also shows off Bill Harris's trombone. Side is mated with a lush love lullaby, "Heaven Knows," for which maestro Herman gives full lyrical meaning with the vocal assist of The Blue Flames.

HOODLE-ADDLE ..... **Ray McKinley Quartet with vocal by Ray McKinley . . . . . Majestic 7107**

With only the rhythm instruments of the band, Ray McKinley establishes the same blues boogie setting as he did many years ago with "Down the Road Apiece." And chanting his characteristic Dells fashion, whips up a real blues boogie pitch with the ditty. An original tune, it nine takes in some fine piano and guitar pickings. Platterwise offers the full band for a smooth and full-fashioned exposition of "Pause," the torch hypactosism, with Teddy Norman in good romantic voice for the lyrical articulation.

MISSOURI WALTZ ..... **Eddy Howard Orchestra with vocal by Eddy Howard and Trio . . . Majestic 1074**

The waltz favorite of all the years is brought back with refreshing qualities in the persuasive vocal harmonies of Eddy Howard and the solo harmonies out of the band. And considering that the Howard singing style box caught on in a big way, his three-quarter time dreaming has made it blossom anew. Flipover finds another pleasant three-quarter timer with maestro Eddy singing it alone for the well-wishing "My Best to You."

RECORD REVIEWS

Lightface portion of reviews is intended for information of all record and music users. Boldface portion is intended for guidance of juke box operators.

TEX BENEKE (Victor 20-1981)

Oh, But I Do—FT; VC.
A Gal in Calico—FT; VC.

Both tunes from the forthcoming movie "The Time, the Place and the Girl," from the pens of Leo Robin and Arthur Schwartz, they are dressed up by Tex Beneke in a manner that arrests the attention for both the band and the music. The blend of clarinets and saxes set the stage for the ballad, "Oh, But I Do," for which Artie Malvin articulates in romantic fashion. And at a faster clip, maestro Beneke and the harmonies of the Crew Chiefs make it attractive and fully rhythmic for "A Gal in Calico." Band beats it solid for the side with Beneke getting in a lick of his tenor sax.

Movie association may land both sides in the music hauls, in which event the Beneke biscuit will serve well.

KAY KYSER (Columbia 37095)

Huggin' and Chalkin'—FT; VC.
The Old Lamp-Lighter—FT; VC.

Plenty in this plottering to occupy the attention, particularly in the novelty rhythm ditty, "Huggin' and Chalkin'" which spins with a neat bounce beat. And more important, it's the boy-in-chalking of Jack Martin, assisted by the Campus Kids, for the unusual lyrical twist that packs plenty of contagion. Professor Kyser cuts it with plenty of rhythmic urge, which adds up to attention-getting for the side. Mated is a smash tune for "The Old Lamp-Lighter," with Michael Douglas pouring out the lyrical nostalgia assisted by the Campus Kids.

Phono fans will delight in "Huggin' and Chalkin'."

DUKE ELLINGTON (Victor 20-1992)

Just Squeeze Me—FT; VC.
Swamp Fire—FT.

With a terrific lift to the beat, Duke Ellington has the horns fairly squeezing and the notes to make it a meaty for his "Just Squeeze Me," for which Ray Nance provides the lyrical touch in top order. And for added attraction, there's more instrumental persuasion in the alto sax phrases of Johnny Hodges. The Ellington styling also blends with attraction with the familiar instrumental spin in Harold Mooney's "Swamp Fire," which also gives the maestro an opportunity to show off the fire in the hot horns.

The Ellington fans will favor "Just Squeeze Me."

CLAUDE THORNHILL (Columbia 37098)

Gotta Get Me Somebody To Love—FT; VC.
Yours Is My Heart Alone—FT.

It's real moonbeam music that Claude Thornhill evokes for these melodies, the richly instrumented voices blending for harmonies rich in color enough to capture the imagination. This is especially true for Franz Lehar's haunting melody, "Yours Is My Heart Alone," for which maestro Thornhill enhances with his Stetsbury sparkle. Also taken at a slow tempo, and just as rich in color and harmony, is "Gotta Get Me Somebody To Love," a lush outdoor ballad from the movie "Duel in the Sun," for which Buddy Higgins, assisted by male voices, gives excellent lyrical articulation. For sheer musical beauty Thornhill holds a top-drawer position all of his own.

If they appreciate Thornhill's music, they'll never get enough of these sides.

FREDDY MARTIN (Victor 20-1984)

On the Boardwalk in Atlantic City—WW; VC.
I Wanna Know You Better Than I Do—FT; VC.

Spinning styled for dancing characteristics this Freddy Martin outing. It's part three-quarter timing for "On the Boardwalk" from the movie "Three Little Girls in Blue," with Stuart Wade and the Martin Men rolling their voices in behalf of the wooden way in Atlantic City. And with three tempo changes, which dancers may not like too much, nor critics, maestro Martin sees it easy to take for the rhythm ballad, "I Wanna Know You Better Than I Do," with Clyde Rogers making the wordage count.

In the strength of the movie, phono ops may get something out of "On the Boardwalk."

BOBBY BYRNE (Cosmo 503)

Poke It Slow, Taste the Vanilla—FT; VC.
You Keep Coming Back Like a Song—FT; VC.

The Bobby Byrne aggregation displays plenty of rhythmic enthusiasm in its playing, with the maestro's trombone slides in high order. And with a bright beat for "Poke It Slow, Taste the Vanilla," the spinning is entirely toe-tapping. However, the chanting of Karen Rich is plainwinsity stuff compared to the band's capabilities. While the gal has plenty of rhythmic pep, she unfortunately has no voice. More swanging piloting is provided by Bob Hayden, in good baritone voice for Irving Berlin's "You Keep Coming Back Like a Song," with the maestro's sweet slipharm slides bringing out the richness of the ballad melody.

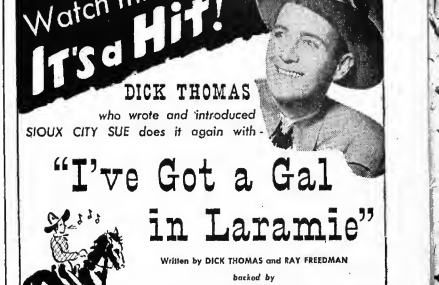
The title "Poke It Slow, Taste the Vanilla" will intrigue the phono fans if they won't some back for more.

WOODY HERMAN (Columbia 37094)

Heaven Knows—FT; VC.
No, Don't Stop!—FT; VC.

Woody Herman rings the bell on both counts with his forthright chanting, while the Herman herd hold him up instrumentally with solid support. In the love lullaby mood, the maestro gives full meaning and voice to "Heaven Knows," with the harmonies of the Blue Flames banking the improvisings of the vibraphonist to sandwich Herman's own song selling. And in a entrancing chant, with the rhythm jumping, sings it groovy and great for a town-down jyrie, "No, Don't Stop!", which

(Continued on page 32)



(Continued from page 31)

also offers an opportunity for Bill Harris to hit off some hot notes on the trombone.

Could on both sides to catch on to make it a double-clicker for the music boxes.

RAY McKINLEY (Majestic 7207)
Pucco—FT; VC.
Hoodlc-Addle—FT; VC.

The McKinley men, with Teddy Norman in good baritone voice, lay down a smooth carpet for the cutting of "Pucco," the imported torch chant. However, the kicks in the cutting belong to the muted side when maestro Ray goes down the road a-piece. The rhythm section nailing for a Ray McKinley quartet, the maestro chants characteristically for a catchy rhythm blues in boogie style that spins out as "Hoodle-Addle," an original tune that also takes in some fine piano and git-box tinkling, and at a lively clip.

There's real phone contagion in "Hoodle-Addle" for the young sets.

EDDY HOWARD (Majestic 1073-4)
My Last Goodbye—FT; VC.
Lynn—FT; VC.
Missouri Waltz—IV; VC.
My Best to You—WI; VC.

The maestro's intimacy in song making for the selling. It's a needle nicety for all the smoothness contained in these cuts. Backed by baritone clarys and celeste tinklies, Eddy Howard fairly gushes in singing it with feeling for his own "My Last Goodbye" ballad. And at a brighter beat, for "Lynn," a chiming little serenade which is also his origination. For the second platter Howard busts off a three-quarter time. Joined by the band trio of male voices, makes it a dreamy "Missouri Waltz." And on his own, sings it extremely low, a rarefied well-wishing waltz melody, "My Best to You."

Popularity of the maestro will mean much in attracting sales to these sides, with the greatest attraction in his revival of "Missouri Waltz."

THE DARDANELLE TRIO
(Victor 20-1893)
September Song—FT; V.
When a Woman Loves a Man—FT; V.

White Mitz Dardanelle is hardly expected to give Kurt Weill's "September Song" the boost it needs to assert itself as the tune than the greatest song ever written, the gal is smack at home with the lush lullaby. Piping to her own pianology, and acting a bit of her vibe housewifing, she displays a fine sense of lyric projection. Doesn't ring its true, however, for the muted torcher, also taken in the slow ballad tempo, Johnny Mercer's "When a Woman Loves a Man." And while there isn't the depth in her plying to make the torch burn from way deep down, her singing and fleetwarying, to which is added well-planned guitar pickings, makes for pleasant plattering.

Not enough substance here for the nickel machines.

TONY PASTOR (Cosmo 498 and 510)
My Neck of the Woods—FT; VC.
Too Many Irons in the Fire—FT; VC.
Marge—FT; VC.
Jalousie—FT.

Banked by a thereby rhythmic and smooth spinning aggregation, Tony Pastor gives good vocal and instrumental account for these ratlings. Tops is his rhythmic pattern for "Too Many Irons," a semi-mental bullet that lends itself to the toe-tapping treatment. In a slow tempo, Pastor pipes nostalgic for the deep river music of Willard Robinson's "My Neck of the Woods," singing it for the entire side. A jump pattern is cut for "Marge," with Pastor's Gretsch piping plenty pert for the familiar wordage, and calling on the gals' men to improvise on the melody. Band hits it hard and with plenty of beat for a rock version of the tango "Jalousie," spotting as an instrumental with plenty of expanse for the maestro's torrid tenor saxing.

Plenty of nickels should be attracted to "Too Many Irons."

MARIE GREENE (Signature 15059)
To Each His Own—FT; V.
Doin' What Comes Natur'lly—FT; V.

It's soulful singing, setting under the lyric, as Marie Greene rises out "To Each His Own" with full persuasion. Takes it at a slow tempo, her pipes banked by the sustained harmonies of the Merrymen with instrumental support from the Bloch Four constituting piano and rhythm instruments. And at a brighter tempo, Miss Greene's song styling also makes for selling "Doin' What Comes Naturlly." Plenty of warmth in this gal's pipes, allho selections are plenty dated.

Disking is for the home phones.

HAL McINTYRE (Cosmo 491-494-499)
Should I Tell You I Love You?—FT; VC.
I'd Be Lost Without You—FT; VC.
Mabel! Mabel!—FT; VC.
This Is the Night—FT; VC.
20 Miles an Hour—FT.
Please and Say It Isn't Isa—FT.

For the mock part, these sides are late in hitting the disk marts. Nonetheless, it's music that shows a high degree of development in Hal McIntyre's ability to get a hit style to popular lines. The muted trombones and sax choir set an attractive stage for "Should I Tell You I Love You?" with Frankie Lester in good romantic voice for the Cole Porter lyric. And at a brighter beat, with McIntyre's alto sax pronounced, the rhythmic urge is also pronounced in the band's playing and Nancy Reed's singing for "I'd Be Lost Without You." Distinction is lacking in both the singing and playing for "Mabel! Mabel!," which, like Johnny Turnbull handling the vocal chore, More enthusiasm in the mating as Frankie Lester guides, Nancy Reed assists, for a mid-tempo ballad, "This Is the Night." The McIntyre ride, in the good key and with sweetness, stands out for the band medley of "Please" and "I Can't Say It Isn't So." And also instrumental is "20 Miles an Hour," a riff opus that follows the stock pattern of all riff opuses.

Nothing in these sides that show any real pluck promise at this late date.

SLIM GAILLARD (Majestic 9001-2-3)
Popity Pop—FT; VC.
Slim's Jam—FT.
Dizzy Boogie—FT.
Flat Foot Floogie—FT; VC.
Mean Pretty Mama—FT; VC.
Early Morning Boogie—FT.

Of the six sides that introduce the prolific plattery Slim Gaillard on this label, only "Slim's Jam" is worth its section. And here it would have been better to carry the jam theme on to a second side instead of stopping short as it does here, with Slim providing plenty exhortations to the hot hepsta, the jam biting really flows out of the horns of Jack Mack on tenor, John Birks on trumpet and Charley Parker on alto. For the other sides, there is some jazz interest in that they offer the also sighting of the late Charley Parker. As for guit' man Slim, he doesn't set off the kind of sparks associated with his efforts in five and seat singing. "Popity Pop" is a meaningless doggerel for which Gaillard Trey Brown adds zest. Slim and the boys revive "Flat Foot Floogie" but fail to freshen it. Gaillard vocal prowling is best for the slow race blues, "Mean Pretty Mama." "Dizzy Boogie," with Dodo Marmarosa tinkling the 88 in a faded carbon of "Hampton's Boogie," played sloppy. "Early Morning Boogie" puts Wild Bill Davis at the 88 but without any degree of distinction.

Hard to whip up any nickel enthusiasm for any of these sides.

LARRY CLINTON (Cosmo SS-704)
More Than You Know—FT.
I Don't Know Why—FT.

Two more standards in the Isbell-Seidel Series which mean more in building up a catalog for the waxwork than in creating counter motion at the disk marts. Larry Clinton gives both of these fiddlers a bright setting, spinning them smoothly with muted trumpets, a sax choir and electric guitarist sharing the melodic lines which are followed closely. However, there is none of that Clinton imagination or originality that makes for the conventional counting that hits no deep impression on the disk or among the dishpiffles.

Phone ops can easily skip these sides.

LOUMELL MORGAN TRIO (Apollo 1019)
Blues in the Night—FT; V.
How I'm Jim—FT; V.

One of the better combinations of piano, guitar and bass, doing the cocktailerie circuits, the Loumell Morgan Trio brings a refreshing and distinctive styling to the painstaking end. There is a high degree of individuality in their unison and harmony singing for "Blues in the Night." And also at a bright tempo, for Morgan's own rhythm novelty, "How I'm Jim," which shows off his Steinwaying.

The family "Blues in the Night" spins with freshness here and may tempt the nickel spenders in a goodly manner.

THE TWO TONES (Cosmo 504)
Rumors Are Flying—FT; V.
I Left My Heart in Mississippi—FT; V.

Bennie Benjamin and George Weiss have certainly proved their songwriting talents in penning "Rumors Are Flying." And while their homey harmonizing may serve well in demonstrating a ditty before the song publishers, such demonstration should be reserved for the private offices lacking a livelier, "I Left My Heart in Mississippi," their harmonies are still bad. Rhythm quartet for support not enough to drown out their unexciting efforts. Boys should stick to their songwriting, which they do so much better.

Music ops can skip right by this experiment.

The Billboard MUSIC POPULARITY CHARTS PART VII

Advance Information

Week Ending October 18

GOT THE NO RECORD
*SELAS BLUES?
*SPELLED BACKWARDS MEANS SALES!

ADVANCE RECORD RELEASES

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

A GAL IN CALICO ..... Tex Beneke-Miller Ork (Tex Beneke-The Crew Chiefs) (OH, BUT) ..... Victor 20-1991

A GAL IN CALICO ..... Johnny Mercer-The Pied Pipers (Paul Weston Ork) (WINTER WONDERLAND) ..... Capitol 316

A PENNY FOR YOUR THOUGHTS ..... Sons of the Pioneers (HAVE I) ..... Victor 20-1987

ADIOS A MI NOVIA ..... Hermanos Hernandez-Noe Fajardo Ork (CONFESION) ..... Peerless 2303

ADIOS MARIQUITA ..... Alfonso Ortiz Tirado-Noe Fajardo Ork (PRINCESITA) ..... Peerless 2178

ADIOS MUCHACHOS ..... Esmeralda-Federico Baena Ork (LA LUNA) ..... Peerless 2107

AL PATRIOTICA 201 ..... Martin Y Maloua (VALE MAS) ..... Peerless 2154

ALL-TIME FAVORITES BY HARRY JAMES ALBUM ..... Harry James ..... Columbia C-117
Clarinetish (They're Do in Love) (Frisne Song) (Frank Sinatra) ..... Columbia 37141
Concerto for Trumpet ..... Columbia 37146
Music Makers ..... Columbia 37143
One o'Clock Jump ..... Columbia 37142
Sleepy Lagoon ..... Columbia 37141
The Flight of the Bumble Bee ..... Columbia 37144
Two o'Clock Jump ..... Columbia 37142
You Made Me Love You (I Didn't Want To Do It) ..... Columbia 37143

AMAPOLA ..... Alfonso Ortiz Tirado-Noe Fajardo Ork (LA PALOMA) ..... Peerless 2053

AMONG MY SOUVENIRS ..... Etta Jones (J. C. Heard Ork) (BLUES TO) ..... Victor 20-1998

AREN'T YOU KIND OF GLAD WE DID? ..... Dick Haymes-Judy Garland-Gordon Jenkins Ork (FOR YOU) ..... Decca 23667

BLANCA ..... Lira De Sus Cristobal (RECUERDO) ..... Peerless 2127

BRAHMS: SONATA No. 2 IN E-FLAT MAJOR FOR CLARINET AND PIANO, OP. 120, No. 2 ALBUM ..... Benny Goodman-Nadia Reisenberg ..... Columbia MM-629

BLESS YOU (For Being an Angel) ..... Griff Williams Ork (Dan Kirk) (THERE IS) ..... Sonora 3022

BLUE SKIES ..... Maxine Sullivan (I CAN'T) ..... Musicraft 427

BLUES TO END ALL BLUES ..... Etta Jones (J. C. Heard Ork) (AMONG MY) ..... Victor 20-1998

BOZO AT THE CIRCUS ALBUM ..... Capitol BBX-34

BRASIL MORENO ..... Durango Trio-Abel Dominguez Ork (RON Y) ..... Peerless 2157

CACHITA ..... Havana Cosmopolitan Ork (PA RAM) ..... Peerless 2232

CHANGING MY TUNE ..... Judy Garland-Gordon Jenkins Ork (LOVE) ..... Decca 23668

CHEATIN' ON YOUR BABY ..... Dave Denney (WEARY WITH) ..... Decca 23669

CONFESION ..... Hermanos Hernandez-Noe Fajardo Ork (ADIOS A MI) ..... Peerless 2303

CRYING WON'T HELP YOU ..... Tampa Red (MAYBE SOME) ..... Victor 20-1988

DONE WITH TROUBLE ..... Selah Jubilee Quartet (I LOVE) ..... Arista 5026

DON'T TAKE YOUR LOVE FROM ME ..... Luis Russell Ork (SWEET MEMORY) ..... Apollo 1020

DON'T WORRY 'BOUT ME ..... Teddy Wilson (Sarah Vaughn) (I WANT) ..... Musicraft 421

DRIFTING AND DREAMING ..... Guy Lombardo (Kenny Gardner) (WHEN THE) ..... Decca 18921

DRIVIN' NAILS IN MY COFFIN ..... Ernest Tubb (FILIPINO BABY) ..... Decca 46019

DUST ON THE BIBLE ..... Bailes Brothers (I'VE GOT) ..... Columbia 37154

EITHER IT'S LOVE OR IT ISN'T ..... Phil Brito (Sonny Burke Ork) (SWEET-HEART OF) ..... Musicraft 15093

EITHER IT'S LOVE OR IT ISN'T ..... Ink Spots (I GET IT'S) ..... Decca 23695

EL TORITO JAROCHO ..... Hermanos Huesca (LA BAMBA) ..... Peerless 2165

FILIPINO BABY ..... Ernest Tubb (DRIVIN' NAILS) ..... Decca 46019

FOR YOU, FOR ME, FOREVERMORE ..... Dick Haymes-Judy Garland-Gordon Jenkins Ork (AREN'T YOU) ..... Decca 23667

GOLDILOCKS AND THE THREE BEARS ALBUM ..... Margaret O'Brien ..... Capitol CB-32

GUITAR BOOGIE ..... Alvino Rey (THERE IS) ..... Capitol 318

HAVE I TOLD YOU LATELY THAT I LOVE YOU? ..... Sons of the Pioneers (A PENNY) ..... Victor 20-1987

HAWAIIAN PARADISE ALBUM ..... Les Paul Trio ..... Decca A-478
Aloha Oe (Farewell to Thee) ..... Decca 23682
Hawaiian Paradise ..... Decca 23682
King's Serenade (Ini Au Ia Oe) ..... Decca 23684
My Isle of Golden Dreams ..... Decca 23682
Song of the Islands (Na Lei O Hawaii) ..... Decca 23683
Sweet Hawaiian Moonlight ..... Decca 23685
Sweet Lelieni ..... Decca 23683
To You, Sweetheart, Aloha ..... Decca 23684

HOLD ME, HOLD ME, HOLD ME ..... Russ Morgan (Russ Morgan) (IT'S ALL) ..... Decca 18922

HUMORESQUE ..... Dou Byas (WRAP UP) ..... Arista 5000

I CAN'T GET STARTED ..... Maurice Rocco (BLUE SKIES) ..... Musicraft 427

I CHERISH A MEMORY (Guarde Un Sacuerdo) ..... Ork (Walfredo de los Reyes) (MAMBO) ..... Victor 20-1992

I DON'T BLAME YOU ..... Ernest Tubb (RAINBOW AT) ..... Decca 46016

I GET THE BLUES WHEN IT RAINS ..... Ink Spots (EITHER IT'S) ..... Decca 23695

I LOVE HIS NAME ..... Selah Jubilee Quartet (DONE WITH) ..... Arista 5026

I MEAN YOU ..... Coleman Hawkins Ork (YOU GO) ..... Sonora 3027

I TIPPED MY HAT (And Slowly Rode Away) ..... Betty Sagers and the Bluebonnet Serenaders (NOT SO) ..... Victor 20-1997

I WANT TO BE HAPPY ..... Teddy Wilson (Octet) (DON'T WORRY) ..... Musicraft 421

I'LL PLAY THE GAME ANYWAY ..... Piccadilly Pipers-Bonnie Davis (IT'S YOU) ..... Tune-Disk 101

IRELAND ..... Carl Brisson (Jerry Jerome Ork) (NORA) ..... Apollo 1021

IT COULD HAPPEN TO YOU ..... Bing Crosby (John Scott Trotter Ork) (WHEN YOU) ..... Decca 23686

(Continued on page 34)

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LOUIS JORDAN — Decca
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THE CATS and the FIDDLE — Manor

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FRANKIE LAINE — Mercury
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FILIPINO BABY

Victor Record No. 20-1975—Texas Jim Robertson
Decca Record No. 46019—Ernest Tubb
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King Record No. 505—Cowboy Copas

RAINBOW AT MIDNIGHT

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Victor Record No. 20-1975—Texas Jim Robertson
Majestic Record—Eddie Dean
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(Continued from page 33)

IT'S ALL OVER NOW ..... Russ Morgan (Russ Morgan) (HOLD ME) ..... Decca 18922

IT'S YOU I LIKE THE BEST OF ALL ..... Piccadilly Players-Bonnie Davis (TILL I'VE GOT MY ONE WAY TICKET ..... PLAY) ..... Tune-Dixie 101

IVE GOT MY ONE WAY TICKET (To the Sky) ..... Bailey Brothers (DUST ON ..... Columbia 37154

IVE LOVED YOU TOO LONG TO FORGET ..... Wesley Tuttle and His Texas Stars (WESley Tuttle) (NO CHILDREN). Capitol 321

JINGLE BELLS ..... Frank Sinatra (Ken Lane Singers-Axel Stordahl Ork) (WHITE CHRISTMAS) ..... Columbia 37152

AL JOLSON ALBUM ..... Al Jolson ..... Decca 469
April Showers
Chiquita, Here I Come
Ma Blushin' Rosie
My Mammy
Rock-a-Bye Your Baby With a Dixie Melody
Sonny Boy
Swanee
You Made Me Love You

JULIA'S BLUES ..... Julia Lee and Her Boy Friends (Julia Lee) (WHEN A) ..... Capitol 320

LA BAMBA ..... Hermanos Huesca (EL TORITO) ..... Peerless 2165

LA LUNA ENAMORADA ..... Esmeralda-Federico Bonns Ork (ADIOS MUCHACHOS) ..... Peerless 2197

LA PALOMA ..... Alfonso Ortiz Tirado-Noe Fajardo Ork (AMAPOLA) ..... Peerless 2033

LOVE ..... Judy Cutler and (Victor Young's Ork) (CHANGING MY) ..... Decca 23688

MAMBO ..... Sauzaar Ork (Ruben Gonzalez) (I CHERISH) ..... Victor 26-0002

MAYBE SOME DAY ..... Tempo Kid (CRYING WON'T) ..... Victor 20-1988

MI TRAGEDIA ..... Pedro Infante-Juan S. Garrido Ork (TU OLVIDADA) ..... Peerless 2355

VAUGHN MONROE'S DREAMLAND SPECIAL ALBUM ..... Vaughn Monroe (Vaughn Monroe) ..... Victor P-160
Did You Ever See a Dream Walking? ..... Victor 20-1966
Dreams (The Moon Maids) ..... Victor 20-1967
Drifting and Dreaming ..... Victor 20-1994
I'll See You in My Dreams (The Norton Sisters) ..... Victor 20-1966
I've Got a Pocketful of Dreams (The Moon Maids) ..... Victor 20-1955
Meet Me Tonight in Dreamland (The Moon Maids) ..... Victor 20-1955
My Dreams Are Getting Better All the Time ..... Victor 20-1967
My Isle of Golden Dreams ..... Victor 20-1965

GARRY MOORE ALBUM ..... Garry Moore ..... Decca 23597
Elsie, the Glow Worm ..... Decca 23597
Darb, the Blue Gnu ..... Decca 23599
Little Red Riding Hood ..... Decca 23599
Ode to a Cow ..... Decca 23598
Rondelay for a Robbit ..... Decca 23598
Song Sellers ..... Decca 23597

MOTHER GOOSE PARTY ALBUM (2 10") ..... Dick Brown ..... Merry-Go-Sound TP-3

MUSIC FOR MEMORIES ALBUM ..... Paul Weston Ork ..... Capitol BD-37
All the Things You Are
Blue Moon
Deep Purple
East of the Sun (West of the Moon)
I'll Be Seeing You
Love Locked Out
Somebody Loves Me
We'll Go Up My Road

MY PRAYER (Avant De Mourir) ..... Mischa Borr and His Continental Ork (SERENADE) ..... Victor 28-0070

NO CHILDREN ALLOWED ..... Wesley Tuttle and His Texas Stars (Wesley Tuttle) (I'VE LOVED) ..... Capitol 321

NORA ..... Carl Brisson (Jerry Jerome Ork) (IRELAND) ..... Apollo 1021

NOT SO LONG AGO ..... Betty Bonner and the Bluebonnet Serenaders (I TIPPED) ..... Victor 20-1997

OH, BUT I DO ..... Tex Beneke-Miller Ork (Artie Malvin) (A GAL) ..... Victor 20-1981

ON THE BACK PORCH ..... Sonny Skylar (THE BEST) ..... Mercury 5004

PA RAM PAN PIN ..... Havana Cosmopolitan Ork (CACHITA) ..... Peerless 2232

PERFIDIA ..... Havana Cosmopolitn Ork (SIBONEY) ..... Peerless 2214

PRINCESITA ..... Alfonso Ortiz Tirado-Noe Fajardo Ork (ADIOS MARIQUITA) ..... Peerless 2178

PROMISE ..... Jo Stafford (Paul Weston Ork) (THIS TIME) ..... Capitol 317

RAINBOW AT MIDNIGHT ..... Ernest Tubb (I DON'T) ..... Decca 46018

RECUERDO ..... Lira De San Cristobal (BLANCA) ..... Peerless 2127

ROCKIN' CHAIR ..... Roy Eldridge Ork (YARD DOG) ..... Decca 23697

RON Y COCA COLA ..... Durango Trio-Abel Dominguez Ork (BRASIL MORENO) ..... Peerless 2157

RUMPELSTILTSKIN ALBUM (2 10") ..... Merry-Go-Sound Players ..... Merry-Go-Sound TP-1

RUSTY IN ORCHESTRAVILLE ALBUM ..... Capitol BC-35

SANTA MONICA JUMP ..... Slim Gaillard Ork (Slim Gaillard-Tiny Brown) (THAT AIN'T) ..... Majestic 8064

SCREAMING AND CRYING BLUES ..... Blind Boy Fuller (SHE'S A) ..... Columbia 37155

SERENADE (Toselli) ..... Mischa Borr and His Continental Ork (MY PRAYER) ..... Victor 28-0070

SEVEN AT A BLOW ALBUM (2 10") ..... Merry-Go-Sound Players ..... Merry-Go-Sound TP-2

SHE'S A TRUCKIN' LITTLE BABY ..... Blind Boy Fuller (SCREAMING AND) ..... Columbia 37155

SIBONEY ..... Havana Cosmopolitan Ork (PERFIDIA) ..... Peerless 2214

SILENT NIGHT ..... Jo Stafford (Lynn Murray Singers-Paul West Ork) (WHITE CHRISTMAS) ..... Capitol 319

SLAMBOREE ..... Don Byas (SMOKE GETS) ..... Arista 5001

SMOKE GETS IN YOUR EYES ..... Don Byas (SLAMBOREE) ..... Arista 5001

SONGS OF THE SOUTH AFRICAN VELD, VOLUME I, ALBUM ..... Josef Marais and His Bushveld Band ..... Decca A-471
Aandie Mimi's Cooking the Birop (Chorus) ..... Decca 23693
If Maria Married Me ..... Decca 23693
Jan Pierlewiet ..... Decca 23694
Ma Says Pa Says ..... Decca 23693
Oot Johnnie Gorrabie ..... Decca 23693
Pity the Poor Point (Chorus) ..... Decca 23692
Pretty Khay ..... Decca 23694
(1) Sugarbush (Vastrap); (2) The Cowtown Girls (Chorus) ..... Chorus 23691
(1) The Wanderer's Song; (2) Cape Walk With Me Tonight (Chorus) ..... Decca 23695
The Zulu Warrior ..... Decca 23695
(1) There Comes Aiiboone; (2) Trein to Kimberley ..... Decca 23694
When Will We Be Married, Gertie? ..... Miranda ..... Decca 23691

(Continued on page 113)

THE BILLBOARD 1946-'47 ENCYCLOPEDIA OF MUSIC . . .

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PUBLISHERS' RECORD RELEASE DATES

Billboard TRADE SERVICE FEATURE

In an effort to help cut down to a minimum the number of misunderstandings between music publishers and record companies over the former's release dates on tunes, The Billboard publishes a list of songs on which publishers have set release dates. This list was supplied by Harry Fox, agent and trustee for many publishers, and by a number of the publishers themselves. Fox has consented to forward to The Billboard additional releases when restrictions are placed on record releases.

The Billboard invites those publishers not represented by Fox to send in their own listings. This feature will appear in The Billboard until such time as the editors feel the need for it no longer exists.

NAME OF SONG (Film in Which It Appears, If Any, and Producers of Film)	PUBLISHER	RELEASE DATE
ANOTHER NIGHT LIKE THIS (Carnival in Costa Rica—20TH CENTURY-FOX)	E. B. Marks Music Corp.	November 1
ANY WAY THE WIND BLOWS (London Town—J. ARTHUR RANK)	Burke-Van Heusen, Inc.	November 1
COSTA RICA (Carnival in Costa Rica—20TH CENTURY FOX)	E. B. Marks Music Corp.	November 1
FIESTA (20TH CENTURY-FOX)	E. B. Marks Music Corp.	November 1
FLAME BALLET (London Town—J. ARTHUR RANK)	Burke-Van Heusen, Inc.	November 1
GOTTA GET ME SOMEBODY TO LOVE (Duel in the Sun—UNITED ARTISTS)	Edwin H. Morris & Co.	November 1
GUI-PI-PIA (Carnival in Costa Rica—20TH CENTURY FOX)	E. B. Marks Music Corp.	November 1
HARVEST SONG (Carnival in Costa Rica—20TH CENTURY FOX)	E. B. Marks Music Corp.	November 1
HYDE PARK ON A SUNDAY (London Town—J. ARTHUR RANK)	Burke-Van Heusen, Inc.	November 1
I HAD TOO MUCH TO DREAM LAST NIGHT	ABC	(Restricted until further notice)
IF SPRING WERE ONLY HERE TO STAY (London Town—J. ARTHUR RANK)	Burke-Van Heusen, Inc.	November 1
I'LL CLOSE MY EYES	Peter Maurice Music Co., Ltd.	December 1
I'LL KNOW IT'S LOVE (Carnival in Costa Rica—20TH CENTURY-FOX)	E. B. Marks Music Corp.	November 1
IT'S A GOOD DAY	Capitol Songs, Inc.	November 1
LAS CARRETAS (Carnival in Costa Rica—20TH CENTURY-FOX)	E. B. Marks Music Corp.	November 1
MARACAS (Carnival in Costa Rica—20TH CENTURY-FOX)	E. B. Marks Music Corp.	November 1
MI VIDA (Carnival in Costa Rica—20TH CENTURY-FOX)	E. B. Marks Music Corp.	November 1
MY HEART GOES CRAZY (New American title for English film "London Town")	Burke-Van Heusen, Inc.	November 1
PUNTO GUANACASTECO (Carnival in Costa Rica—20TH CENTURY-FOX)	E. B. Marks Music Corp.	November 1
RUMBA-BOMBA (Carnival in Costa Rica—20TH CENTURY-FOX)	E. B. Marks Music Corp.	November 1
SHHHHH!—DON'T WAKE THE BABY	Chelsea Music Corp.	December 1
SO WOULD I (London Town—J. ARTHUR RANK)	Burke-Van Heusen, Inc.	November 1
THAT'S THE BEGINNING OF THE END. (No Film)	ABC Music Corp.	November 1
THAT'S WHERE I CAME IN	Robbins Music Corp.	(Restricted until further notice)
THE 'AMPSTEAD WAY (London Town—J. ARTHUR RANK)	Burke-Van Heusen, Inc.	November 1
THE CHRISTMAS SONG	Burke-Van Heusen, Inc.	(Restricted until further notice)
WEDDING MUSIC (Carnival in Costa Rica—20TH CENTURY-FOX)	E. B. Marks Music Corp.	November 1
WHICH WAY DID MY HEART GO?	Chelsea Music Corp.	December 1
WHY DO MEN BRING OUT THE MOTHER IN ME? (Carnival in Costa Rica—20TH CENTURY-FOX)	E. B. Marks Music Corp.	November 1
YOU CAN'T KEEP A GOOD DREAMER DOWN (London Town—J. ARTHUR RANK)	Burke-Van Heusen, Inc.	November 1
YOU'LL KNOW WHEN IT HAPPENS... (No Film)	Bourne, Inc.	December 1

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"GRIEG CONCERTO"
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"I'LL BE TRUE"
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JB-502

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by the BLUES WOMAN with BUDDY BANKS SEXTET

JB-505 NOT ON THE FIRST NIGHT / THE LAZIEST GAL IN TOWN / BY FRANKIE AND HER BOYS

JB-506 PINE TOPS BOOGIE WOOGIE / ECCENTRIC RAG / BY THE BAILEY SWING GROUP

JB-508 FAT BOOGIE WOOGIE / LOVED AND LOST / BY OLLIE JACKSON AND HIS BAND

JB-509 BABY, GOT TO HAVE IT / YOU'LL MISS ME WHEN I'M GONE / BY OLLIE JACKSON AND HIS BAND

JB-510 TAKE YOUR BIG HANDS OFF / HE'S GOT A PUNCH LIKE JOE LOUIS / VOCALS BY ALBERTA HUNTER

JB-511 DON'T WANT NO MAN THAT'S LAZY / YOUR BREAD MAY BE GOOD, BUT IT AIN'T AS GOOD AS MINE / VOCALS BY ALBERTA HUNTER

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A Look at Vogue's Glamour-Puss Disk Plant and Viny Fabricators

DETROIT, Oct. 19.—Harassed by the shortage of plastic, which is also a major problem with other manufacturers, Tom Saffady, head of Vogue Recordings, has moved to install his own plant here for fabricating the vinylite which is an essential ingredient in the picture disks. Process, known as calendering, is a bottleneck in the production of records from vinylite and Vogue is believed to be the first record plant to put in its own equipment for this purpose—something fairly comparable to a metal-processing plant establishing its own steel mill.

Motors Needed

Saffady and Al Lynus flew out to the West Coast to get the principal machinery required from a rubber plant out there. This is now installed and the new calendering plant is all set to turn as soon as controls for the 150-h.p. motors required can be obtained.

The new addition will take the raw vinylite and turn it out in strip form for use in the record presses, relieving Vogue of dependence upon other fabricators and the uncertainties of truck transportation. Work was done for a time as a courtesy by the Bakelite Corporation, sole supplier of the raw vinylite, and lately by a company in Ohio, but transportation difficulties constantly hampered production.

Saffady says the capacity of the calendering plant is sufficient to turn out raw stock for 1,000,000 records a month. Vogue is now producing about 300,000 disks monthly and expects to step up within two months to 500,000. The output will be up to the million-disk figure with three-shift operation, according to Al Lynus, technical chief. Actual increase in production is now being held down by top naval priorities for vinylite, which is being used to coat naval vessels, but this priority is scheduled to be released within the next two months.

Ups Plant Cost to Mil

Vogue execs say cost of the calendering plant is around $80,000, bringing the total cost of the record plant to approximately $1,000,000. Coincident with the disclosure of the vinylite plant, details of the record plant itself, which has had a large part of the industry guessing for at least a year past, were disclosed to the press for the first time during a visit to the plant by *The Billboard* correspondent.

Plant now has facilities to turn out records complete from raw material to finished product under one roof—from the recording and the raw vinylite to the complete disk. Recording facilities, like just about everything else in the plant, appear to have not only the most up-to-date equipment but a series of special Saffady touches in the way of improvements. The recording studio, in charge of Harvey Dodge, formerly of American Soundcasting Company, has been rented on a number of occasions by other record companies for their sessions.

Aluminum, received in large coils, is stamped out for the center cores, which makes the disks unbreakable in one section of the plant and prepared for the presses on a production line paralleling the plastic line. The aluminum and plastic meet up at the presses, which have Saffady-devised time and temperature controls.

42 Presses Now, More To Come

The paper labels, incidentally, are the only items not made in the plant —and the chief problem in scheduling a regular flow of production because of the difficulties involved in getting out four-color printing. There are at present 42 of these presses, with 12 more to be delivered, each with a capacity of 40 disks per hour. Excess plastic trimmed off the disk after pressing is salvaged and re-used in the new calendering plant. The record itself is budded on a new machine developed at this plant to assure a smooth edge. There are a series of other special tricks of technique in the process, particularly in producing the mothers and stampers from the original masters on down, mostly too technical for treatment here.

New Home Record Player To Use Film Recordings

CHICAGO, Oct. 19.—Home record playing sets, which utilize pieces of film and operate on the same principle as the sound track of a motion picture, are being evolved by Audionics, Inc., Gotham firm, which was repped at the AFM conclave here this week by H. A. Howell, chairman of the board of the filmery. Howell said that he hoped to contact some of the record reps at the AFM confab in Chi with his record gimmick.

Firm claims to have player, which operates on photo-electric cell principle, which will furnish one hour of music with 100 feet of standard-size film. Cell picks up images on film, which are transmitted to record player speaker. Howell claims cost of film records will be 50 per cent of shellac platter cost, will have much higher fidelity for photo-electric cell, can pick up large number of impresses on film, and tests with specially coated film have shown that records will last from 8 to 10 years' playing.

Philly's Negro Disk Jock

PHILADELPHIA, Oct. 19.—Something new in radio disk jockeying has been added to the local scene this week. With local radio boasting a bumper crop of disk jockeys of every sort, WHAT is the first station here to add a Negro lad to spin the platters. Slotted after midnight from 1 to 2 a.m., WHAT airs the city's first Negro disk jockey in Ramon Bruce.

Calling his spinning "Ravin' with Ramon," and sponsored by the Premier Record Shop, Bruce is an avowed hipster. Not only are the selections geared to the hot jazz and blues, but all announcements and chatter are in jive talk. Much of his fan mail is from listeners asking him to interpret his slanguage.

Gray Into Chi Sherman

CHICAGO, Oct. 19.—Glen Gray, who switched the banner of the Casa Loma band from GAC tutelage to MCA several weeks ago, will make his first Chi p. a. in almost three years when he opens December 6 for four weeks at the Hotel Sherman.

Cherce Chirps

NEW YORK, Oct. 19.—Charlie Spivak went deep into the heart of Brooklyn to find the vocal quintet who are to join the band for its Hotel Pennsylvania date late this month. They will assume the Spivak vocal group title, the Stardreamers. Group is trained and arranged by Charlie Ryan, ex-Three Smoothies, and is made up of five Brooklynites, Margaret Manning, Naomi Mann, George Salerno, Frank LoPinto and Chick Gallico. Spivak has been playing his Paramount engagement without a vocal group.

ON THE STAND

Reviews of Orchestras Playing Hotels, Night Clubs and Ballroom Locations and One-Nighters

Eddy Howard

(Reviewed at Casino Gardens, Ocean Park, Calif., October 16. Booked by Music Corporation of America.)

TRUMPETS: Bob Ospelli, Ken Myers, Sid Cusenbury.

TROMBONES: Harry Hefleltinger, Jimmy Pugh, Eddy Howard.

SAXES: Norman Lee, Andy Polich, Tom Martin, Cecil Gullickson, Alden Fiskin.

RHYTHM: Fuzz Roth, bass; Sam Tannen, drums; Bill Bullock, piano.

VOCALISTS: Ken Myers, Norman Lee, Eddy Howard.

ARRANGERS: Ken Myers, Norman Lee, Hil Rudtke, Lon Quadling, Tom Dean.

Due to his top-selling Majestic recording of *To Each His Own* Howard's crew is currently riding the popularity crest. Band is a simple, sweet combo, with no frills or flourishes. While the crew, as now constituted, will never zoom to the top of the pop ladder, this type of danceable, easy-to-listen-to music is readily acceptable to the majority of terpsters.

Book leans heavily on sweet stuff, with the bulk of arrangements built around Howard's vocalizing and occasional solo rides on the trom. For good measure the ork offers plenty of old standards and an occasional jump or novelty tune to satisfy the jitterbugs.

For fullness and color Howard depends heavily on the five-man reed section which carries the bulk of the melodic burden, only occasionally bowing to brass. Rhythm section is a bit on the weak side and might use a guitar for help on the beat.

Vocally, Howard does a competent job, spotlighted in ditties such as *The Girl I Marry, Why Does It Get So Late So Early?* and the oldie *I Only Have Eyes for You*. Sidemen Ken Myers and Norm Lee join Howard to form a sweet trio. Myers rides solo on novelty tunes like *Prim From Sauce*.

Carmen Cavallaro

(Reviewed at Ciro's, Hollywood, October 7. Booked by Music Corporation of America. Road manager, Al Dale.)

TRUMPETS: Tony Lipe, Ron Ardan, Charles Cognale.

SAXES: Jack Schildkret, Joe Forchetti, Dick Mulliner.

STRINGS: Tony Maratea, Teddy Jensalnon, Eddie Skotz.

RHYTHM: Frank Granata, bass; Andy Aguila, drums; George Harris, guitar; Carmon Cavallaro, piano.

VOCALIST: Gloria Foster.

ARRANGER: Sid Feller.

The "poet of the piano" is packing them in nightly at Hollywood's swank Ciro's. An ace showman and 88-er, Cavallaro has molded a comparatively small ork into a velvety-smooth background for his solo work. Without Cavallaro, ork would have none of its luster and sparkle.

Arrangements are as unpretentious as possible, avoiding anything but the simplest intros and segues, and designed solely to spotlight Carmen, which is as it should be. There is little opportunity for solo breaks for sidemen, altho trumpeter Tony Lipe, saxer Jack Schildkret and violinist Tony Maratea get in an occasional lick or two. String section is prominently featured behind Cavallaro. Mike in piano sounding board accents tone.

Book is definitely sweet with a smattering of south-of-the-border tunes tossed in. Ork, however, never gets schmaltzy. Book leans to pops. But oldies such as *How Deep Is the Ocean?; Zing, Went the Strings of My Heart*, and *I've Got You Under My Skin* are beautifully showcased by Cavallaro at the keyboard. Thrush Gloria Foster adds soft, feminine touch and registers in the ballad department. Gal does best with *Adventure, Surrender*, and *To Each His Own*. At show time, gal scored with well-delivered *South America, Take It Away*.

Freddie Slack

(Reviewed at the Band Box, Chicago, October 4. Booked by Associated Booking Corporation Personal management, Maurice Duke.)

TRUMPETS: Jack Moots, Ernie Figueroa, Ken Wyzal.

TROMBONES: Jack Newman, Bog Ingman, Tom Hardin.

SAXES: Don Brassfield, Howard Davis, Bill Hood, Everett McLaughlin, Jack Ordean.

RHYTHM: Freddie Slack, piano; Gene England, bass; Al Hendrickson, guitar; Dave Coloman, drums.

VOCALISTS: Dottie Ann Dare, Al Hendrickson.

ARRANGERS: Phil Moore, Everett McLaughlin, Frank Davenport, Tommy Todd, Lou Gottlieb.

Back in the business after a year and a half off the bandstand, Freddie Slack's name has been kept alive by Capitol disk releases, notably his own tune, *House of Blue Lights*. Band is on string of location bookings and present stand will be followed by theater dates. Band is good musically, but will probably need some strong novelty number, preferably comedy, to put it across for stage fare.

Crew is very much on the jump side, featuring some up-to-the-minute impressionistic jazz, in addition to solid work on the standards. Book is limited. Ork is packed with good jazzmen, Don Brassfield, tenor; Jack Ordan, alto one with Kenton; Sonny Kygal, trumpet; Al Hendrickson, guitar, and Jack Newman, who looks like TD but doesn't emulate the "Sentimental Gentleman" on tram. Boys step down for specialties often, as well as holding down solo parts of some good arrangements. Slack rates biggest mitt for his well-known recorded boogie tunes, all of which have been recorded.

Best basic unit is rhythm section, with saxes next best. Band is still in the formulative stage, with personnel changes still coming, but six weeks more work should iron out personnel shifts. Vocal department needs sharpening up with Al Hendrickson, who's doing his first crooning, lacking stage presence. He is almost rigid at mike and needs more voice than he now musters to make up for lack of stage savvy. Dottie Ann Dare does the vocals on numbers that Ella Mae Morse made for Capitol with Slack and she does a pretty fair job of aping la Morse to good nitt.

El Lawrence's Solid $2,427 At Bridgeport Ritz Terpery

BRIDGEPORT, Oct. 19. — Elliott Lawrence, in for a one-nighter at the Ritz Ballroom here Sunday (13), drew 1,517 persons, and with admission at $1.60, grossed $2,427.20. According to McCormack and Barry, operators of the ballroom, the Lawrence ork was considered one of the best to play this spot.

On September 30 Gene Krupa drew 1,065 persons at $1.80, grossing $1,853. Shep Fields played the spot October 6, drawing 1,082 persons at $1.30 and grossing $1,406.60. Tomorrow Johnny Bothwell will make his initial appearance here.

El's Late Moon

NEW YORK, Oct. 19.—Elliott Lawrence penned an original tune called *Once Upon a Moon*, which he and his ork cut for Columbia. Song was also cut by Freddy Martin on Victor and Bob Eberle on Decca, and these two versions will reach the market before the composer's own waxing of his tune is released.

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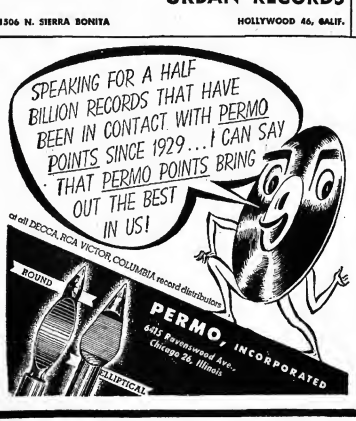

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Enterprise, Latest Indie To Get EMI Export Biz Boost

NEW YORK, Oct. 19.—A number of independent record manufacturers is slated to pick up some extra coin by sale of their disks in England, Europe, South America, Australia and other foreign countries thru arrangements with Electrical Musical Industries, Ltd., of England. The big British disk combine has already made deals with Musicraft, and this week closed a deal with Enterprise Records in Hollywood, thru Irving Mills, repping the English disk manufacturers and distributors. Enterprise deal calls for EMI to pay artists a 3 per cent royalty on records sold in foreign countries.

Enterprise is shipping masters of disks by Rudy Vallee, Pat Friday, organist Collins Driggs, Paul Page, John Gary and Norwood Smith to England for pressing by EMI. In the Musicraft deal the English record combine expects to do a hefty business with Artie Shaw platters and particularly with Duke Ellington's disks when Musicraft starts to cut them November 1.

Victor All Out in Drive To Build L. Greene Ork

NEW YORK, Oct. 19.—RCA Victor is going to give hitherto unknown Larry Greene and his orchestra an all-out push toward fame via the promotion disk route. Reason is that Greene is a piano-playing maestro, and is the only such talent on the Victor roster. Victor loses Duke Ellington, last of the RCA piano-playing leaders, to Musicraft November 1.

In order to compete with the other majors, each of which has a piano-playing leader of some repute on its roster, the diskery is planning a campaign, based on disk jockey plugs, counter promotion and heavy publicity for Greene. This marks the second young band which the RCA firm recently has marked for all-out plugs, the other being the Herbie Fields' ork.

McKinley Barberton Hi a 1st

AKRON, Oct. 19.—Ray McKinley's band set a precedent in the Akron district Thursday (17) when the orchestra played a concert-dance in the Barberton High School gymnasium exclusively for teen-agers. Barberton is a town of 30,000, adjacent to Akron.

District high school students only will be admitted to the gym, and inasmuch as the dance is being held on a school night the program will run from 7:30 to 11:30. Dance will be preceded by an hour's concert of swing compositions arranged by Eddie Sauter.

Dance comes as result of McKinley's recent engagement at Palace Theater here and his appearance on teen-age recording program of Alan Freed, of WAKR. Reaction of teenagers was so good Freed made the arrangements for the Barberton dance.

Gross With FB Chi Office

CHICAGO, Oct. 19.—In an effort to strengthen their coverage of the Midwest territory Frederick Bros. here this week announced acquisition of Gary Gross, formerly associated with a Chi office set up by Howard White, Omaha booker, who skedded heavily thru these smaller outlets in the territory.

It Pays To . . .

NEW YORK, Oct. 19.—Indie Keynote Records, which claims in its advertising to have the greatest shellac content per record, had 11 sacks of shellac stolen from its Hollywood branch. Loss was estimated at $2,000 in actual cash value. Keynote sources in New York didn't expect such a hoffo reaction to their shellac content publicity.

Kaycee Biz Still Okay, Says Pla-Mor's Wittig

KANSAS CITY, Mo., Oct. 19.—Ballroom ticket sellers in this area still are keeping plenty busy despite reports of a letdown in the dance trade in other sections, according to Will H. Wittig, manager of Pla-Mor Ballroom. Wittig said he had expected a tapering-off after the war, but he hasn't seen any sign of it yet.

Harry Cool's 17-man troupe rolled up a $2,500 gross Saturday (12), and Victor Lombardo is expected to do nearly as well tonight. Wittig said Cool chalked his K. C. date up as his best one-nighter. Leo Pieper's crew played the week nights.

Wittig has scheduled the following line-up of name orks for his spot: Frankie Masters (November 2), Tommy Tucker (9), Henry Busse (16) and Tony Pastor (23). Location band the rest of this month will be Don Glasse, with Lee Williams taking over October 30 and being replaced November 13 by Walter Bloom. George Winslow will take over the week-night baton November 20 thru December 1.

Howard Pulls "Rickshaw"

NEW YORK, Oct. 19.—Melody Lane, a Southern Music subsidiary, working all out on a sleeper song, *The Rickety Rickshaw Man*. Majestic waxing by the hot Eddy Howard ork gave the Sis Cunningham tune sufficient impetus to average a sheet sale of 2,000 copies a day for the past three weeks.

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Carle Re-Signs With Columbia

NEW YORK, Oct. 19.—Pianist-ork leader Frankie Carle has renewed his contract with Columbia Records. Deal is a term agreement for an undisclosed amount guaranteed Carle per year.

Carle's renewal with Columbia spikes rumors which had the pianist going with the new M-G-M diskery or other firms at the conclusion of his present waxing pact.

Hines Regains Eyesight

NEW YORK, Oct. 19.—Earl Hines regained the sight of his right eye after protracted surgery had been made. Hines was blinded in the right eye after a serious auto accident several months ago. Plastic surgery has removed facial scars that were left from the accident. An 88-er, he has been playing dates with his band in dark glasses. Next major Hines booking is set for November 22 at the Riviera Club in St. Louis.

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Church Orks?

HARRISBURG, Pa., Oct. 19.—A recommendation that orks be part of church service programs "to add to variety in the worship period" was made this week by Dr. Horace C. Geisel, principal of John Harris High School, Harrisburg, in a talk at the annual convention of the Dauphin County Council of Christian Education. "An inspiring song leader" would be the keystone of the set-up as suggested by the high school head.

Berle, Garrett, Greene For Rodgers-Hart Album

NEW YORK, Oct. 19.—RCA-Victor is preparing an album of Rodgers and Hart songs featuring Milton Berle, Betty Garrett, Marie Greene and Vic Damone. Chirp Greene was loaned out to Victor for these sides by her contracted diskery, Signature. Ork for the album will be led by Lehman Engel.

Altman to Black & White

HOLLYWOOD, Oct. 19.—Black & White Records, Hollywood indie plattery, has named Bruce Altman, formed department, handling all sales promotion. Altman will head newly formed department handling all sales promotion, advertising and publicity for the firm. Plattery Prexy Paul Reiner indicated addition of new department was in line with firm's expansion program.

MCA Signs Canuck Thrush

VANCOUVER, B. C., Oct. 19.—Juliette, Vancouver thrush who has been chirping over CBS's national net and with Mart Kenny's band for the past seven years, has been signed by MCA on a seven-year contract. She was on Alan Young's program in Toronto before he hit the big time in the U. S.

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Royalty Fund And Scales Wind Up Together

NEW YORK, Oct. 19.—Significant factor in the new AFM-diskery contract is the fact that the pact expires December 31, 1947. The trade agreement covering amount of royalty per record sold, which the record companies pay the musicians' union, expires on the same date. In other words, come January 1, 1948, the diskers will be sitting down with the AFM to discuss not only new wage scales and working conditions, but the royalty fund as well.

Some record men feel the '48 confab will make the one just concluded look like a tea party with heavy cream and plenty of sugars. Most record men, however, feel there are plenty of immediate problems to worry about and are content to cross the '48 bridge when they come to it.

Masters Free, Clear, Says ARA Receiver; Peer, MGM, Bidding

HOLLYWOOD, Oct. 19. — ARA Records goes on auction block Tuesday (22) in Hugh Dickson's bankruptcy court. Entire works will be offered intact or piecemeal, including masters. Bankruptcy court officials denied reports that masters could not be used until creditors and AFM had exacted alleged royalty fees and other claims. Max Fink, attorney for firm's receiver, stated no claims of any kind can be made against masters, and that purchasers will obtain unrestricted use. Fink estimated that ARA had invested over $75,000 in unreleased masters, which include sessions by Lionel Barrymore, Georgie Jessel, Ferde Grofe, Judy Canova, Smiley Burnette, Ginny Simms, and others.

Peer, Cohen and MGM Maybes

Trade circles speculated, however, on value of masters to new owners, holding that unless creditors (which include AFM as well as artists and publishers) are paid off, buyer would be prevented from using masters in any way. Speculation as to pottery purchasers centers around Ralph Peer with Maurice Cohen, Palladium owner, as a dark horse. MGM Records is also reportedly angling for firm, altho seemingly interested only in big stockpile of shellac, valued at more than $186,000.

Gale Gets Gates and Weed

NEW YORK, Oct. 19.—Moe Gale Agency signed the Golden Gate Quartet and the Buddy Weed Trio to management pacts this week. Quartet will continue to be booked by Music Corporation of America, while the Weed group will be booked from the Gale office. Gale Agency replaced Herman Levin as the Golden Gate group's management.

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E.T. Probabilities

NEW YORK, Oct. 19.—AFM negotiations with transcription companies continue beginning Tuesday (22). For trade opinion on probable developments in connection with these negotiations see story in the Radio Department this issue.

Huddleston's Round In Court Tussle Vs. Old Pied Piper Pals

HOLLYWOOD, Oct. 19.—Superior Court Judge Alfred Fiorenza nixed demurrers filed by Max Fink, attorney for the Pipers and Jo Stafford, joint defendants in legal battle growing out of three suits filed against Pied Pipers by ex-Piper Johnny Huddleston. Demurrers sought to define which of three pending suits Huddleston will press when case comes to trial. Jurist ruled that it made little difference which suit Huddleston pushed, as long as he could charge violation of a written contract.

Job Back and $ Wanted

Huddleston has based claims on fact that Pipers refused to take him back into the fold upon his release from military service, and that since he was a partner in the combo he was entitled to damages plus a percentage of the profits. Crooner filed two separate suits in Superior Court, one for $150,000 damages, the other for an accounting of the profits, plus a third suit, filed in Federal Court, in which he contends that he was an employee and therefore entitled to old job back under the G.I. Bill of Rights.

Huddleston has between now and time case goes to trial to decide upon which of three contracts to base his claim. All contracts were pacted at same time, each different in text from the others. Pipers' own attorney Fink, will deny existence of alleged partnership, claiming such partnership was dissolved when Jo Stafford left group to do solo trick. Huddleston's spot was taken over by Hal Hopper, with Jane Hutton joining group in place of Miss Stafford. Chuck Lowry and Clark Yocum are other members of the foursome.

Legit Next for AFM In Philly; Air Rates Seem Likely To Hold

PHILADELPHIA, Oct. 19.—Having cleaned up its work in the nitery, hotel and ballroom field, local musicians' union is thinking in terms of price hikes for other musicians. Apart from the symphony men, who have just received new contracts with higher pay, Local 77's exec board is now formulating new demands to be made of the legitimate theaters in town. Negotiations for the new agreement, which are expected to include a price hike for the pit men, will begin in late November or early December. City's four legit houses all operated by the Shubert interests.

As for the radio studio tootlers, local union is expected to renew its present contracts with the local stations without changes when they expire in January. Radio men had their demands met in the current 1946 contract.

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NEW YORK, Oct. 19.—Django Rheinhardt, French jazz guitarist who is being brought over to the United States by the William Morris Agency, has been set to play as a single with the Duke Ellington ork on its series of concerts, which begin in New York on November 23 and 24. Concerts will also feature Ellington's newest serious work, *Deep South Suite*.

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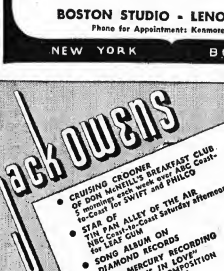

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Diskers, Orks, Pubs: Hospital Vets Need Record Pre-Releases

NEW YORK, Oct. 19.—Following letter from disk jockey at Tilton General Hospital at Fort Dix, N. J., is self-explanatory. It gives record manufacturers, distribs, band leaders, singers and publishers an opportunity to make life a little more pleasant for wounded army veterans at Tilton. All disks should be sent direct to Disk Jockey Robins at address listed. Here is the letter:

To the Editors:

I'm a disk jockey for the Armed Forces Radio Service at their Radio Station WTGH, here at Fort Dix (Tilton General Hospital), N. J. We are faithful subscribers to your magazine, *The Billboard*. We have a constant listening audience of 5,000 patients from all sections of the country. Our listening audience differs quite a bit from the regular trend of average listeners. The greatest difference is that most of them have been overseas for varying lengths of time and who have been cut away from the general music trend here in the United States, and they remember only those tunes and orchestras that were popular when they left the States. Therefore, they request those tunes more often than they do the coming crop of new tunes. Their requests have a trend toward blues, ballads and bands which do not feature the screaming brass sections. Jump orchestras and combos are readily received only in the afternoons and evenings, the specific hours being from three in the afternoon until nine in the evening. From nine to 10 they want the sweet and ballad type of music.

56 Hours Daily

I think I should explain our hookup, which is quite different from any station on regular networks. We have a studio distribution system consisting of four channels (or stations). On Channel 1, we present classical music; Channel 2, popular and swing music; Channel 3, variety shows (*Breakfast Club, Burns and Allen, Give and Take, Radio Theater of the Air*, etc.), and Channel 4, is our information, news and sports channel. We are on the air 14 hours a day, from eight in the morning until 10 in the evening, which isn't much by the clock, but with four simultaneous programs, it becomes 56 hours of programing daily, which is 52 hours more than any radio station puts out.

Tchaikowsky and Strauss Faves

Another interesting observation we have discovered is that symphonic music presented with a brief story of the life of the composer, and the reasons behind each composition, has drawn a remarkable listening audience of patients who would not ordinarily listen to the classics at all. This subtle lesson in music appreciation has made composers such as Beethoven, Bach, Debussy, Rimsky-Korsakoff, Prokofieff and Ravel hospital corridor buzzwords, with Tchaikowsky and Strauss standing well above the others.

We also have a problem which I hope you can help us on. It pertains to popular music. We purchase our records once a month (around the first of each month), and then we are unable to purchase until the first of the following month. Any records that are released during the month that are true hits are bought up immediately, and we are having quite a time trying to get these new hits before they become "obsolete".

Our record fund reaches a grand total of $100 a month, and this is for both classical and popular records. We have four sources of records, however: Thesaurus (N. B. C.) library, which doesn't give the new tunes the proper rendition they deserve; Armed Forces Radio Service library which records tunes only after they have become established hits; V-Disks we receive once a month (15 records average), covering everything from symphonics to jazz, and finally, our record purchase of $100 a month.

I was wondering if it was possible thru your magazine to receive pre-releases of new recordings which would enrich our record library, also giving patients a complete coverage of popular music, and we, in turn, would play these recordings for the companies and artists.

We are now running 28 hours of record shows daily, and six of these hours are exclusively request (classical and popular). During these request programs, I can gather information as to which tunes are leading in what direction when they are finally released.

I hope the information I have given you in this letter will prove to be of interest to you, and perhaps you'll help us with our little problem.

At this time, I would like to extend an invitation to you and any members of your staff to come down and visit us at your convenience. Give me sufficient notice, say a day or two, and we'll have a staff car meet you at the railroad station in Trenton, N. J., and bring you here to the hospital for a real close-up of what we have and what we are trying to do.

Yours in radio,
WINSTON H. ROBINS,
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Three New Spots Start in Philly

PHILADELPHIA, Oct. 19.—With musical bars making for the major activity after dark, next week brings three new cocktaileries to the local scene. Major interest centers in the new Ocean Room at the Drake Hotel, with the Herbert Ayers Trio teeing off to mark the first musical entertainment at the swank hostelry.

Also on the downtown scene is Eddie Mitchell's new musical bar, bowing Tuesday (22) at the Don Glazer Quartet. In the nabes, new Club Macombo joins the local circuit, lighting up with Jimmy Golden, pianist who left Billy Eckstine's band to bow with his own quartet. Includes Al Steele, tenor sax; Charlie Rice, drums, and Shrimpie Anderson, bass.

Frisco Bars Ordered To Have Food Available

SAN FRANCISCO, Oct. 19.—Bar owners here must be prepared in 30 days to serve a hot meal to any customer who asks for one or face loss of their liquor licenses. That was the statement made by George Reilly, board of equalization member, after the State Supreme Court ruled Thursday (17) that serving drinks without having food available in a public place is legal.

Sandwiches are not enough, Reilly said. Actually, 96 per cent of the city's bars already are equipped to serve food. They have to have the equipment to obtain a license. The other 4 per cent got by since up to now the liquor enforcement agency had no clear definition of what food had to be served.

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IN SHORT

New York:

Eddie South ork opening at Cafe Society Downtown October 26. . . . Jill Peterson, of CRA office, convalescing from foot ailment. . . . Andrews Sisters and Tony Pastor ork into Paramount Theater December 18. . . . Bookers Al Dow and John Stein angling to bring Freddie's Continental Revue into New York. Troupe is currently working in Montreal. . . . Major Bowes' Graduates into National Theater, Louisville, October 17 for one week. Said to be first Broadway unit in four years. . . . Ina Sablon goes into Wedgewood Room of Waldorf-Astoria for four-week return date October 31.

Dorothy Donegan bowed at Village Vanguard Monday (21). . . . Korn Kobblers end a four-year stay at Rogers' Corner this month for 10-week theater tour, after which they will return to spot. . . . Four Step Brothers posted to booking contract by Gale, Inc. . . . New Brooklyn supper club, Stardust Room, Hotel St. George, slated to bow October 23 with Marjorie Dean and Charles Tuscarora ork.

Marie Haas, Graduate Institute, from Ken Murray's Hollywood *Blackouts*. . . . Linda Parrish opens November 11 at Esquire Club, Montreal.

Detroit:

Carl Vincent moved into Vogue Lounge after a long run at Tropics in Windsor, Ont. Crosley Broadcasting's Her Men of Music opened remodeled Cafe Burgundy for fall season. . . . Pete Allen, who has his own one-hour tall unit in addition to being musical director of WJBK, is opening his own lounge at Five Points, suburb. . . . William H. Lanksbury has taken over Caravan Gardens from Mrs. George Scangas. Lanksbury's five-piece unit is booked in indefinitely for dancing.

Elgin Mason, former local booking agent, is returning to Los Angeles, where he is now in the p. c. business, after a visit with his family here. . . . Jim Bell and Wendell Mitchell, singing pianists, opened October 7 at Chancellor Lounge in Barium Hotel. Lou Breen is new emcee at Club Stevadora.

Philadelphia:

Bob Hall takes over the lead at Frank Palumbo's Cafe. . . . Embassy Club opens with Jerry Cassella, Josephine Delmar and Phyllis Claire heading opening revue. . . . Modernaires with Paula Kelly new at Carl's. . . . Gracie Barrie and Mark Bolero top new revue at Latin Casino. . . . Lily Ann Carol, ex-Louis Prima diva, added starter at the Copacabana. . . . Pearl Williams new at the Hi-Hat Musical Bar.

Jimmy Hamilton heads new fall revue at Hopkins Rathskeller. . . . Johnny Cahill returns to Kalmer's Rathskeller. . . . Jack Griffin heads the new revue at Ralph Puppio's Cumberland. . . . Harry McKay and Daisy Mae added to new season at Hanson Grill. . . . Warwick Hotel opened its newly decorated Warwick Room this week with Bob Grant's band and Donald Richards' vocals.

St. Louis:

Professor Lamberti set at Crystal Terrace, Park Plaza Hotel, for two weeks starting October 25. . . . Joe Schirmer's Chicagoans at Steeplechase at Hotel Chase. . . . The Novel-Aires with vocalist Jean Webb in Merry-Go-Round, Park Plaza. . . . Jack Herbert, comic, at Club Continental, Hotel Jefferson, with the Gaywoods, ballroom dancers. . . . Bobby Martin's Her Violin featured in Rendezvous Lounge. . . . Carmen La Favre ork rounding out first year at Crystal Terrace. . . . Ernie Young's ork will play intermissions at Lord Baltimore Room, Hotel Maryland, first week in November.

Vancouver:

Mills Brothers opened at the Palamor Supper Club Monday (14). . . . Jack Teagarden ork into the State Theater for a week Sunday midnight matinee (13).

Meota and Beatrice head line-up at the Cave. . . . Bert Niosi, Canada's king of swing, playing terp dates here sponsored by War Memorial Committee. . . . Ernie Buchana and His Music moved from the Embassy to Pender Auditorium.

Miami:

Lou Walters may produce a girl show at the Frolics in addition to Latin Quarter duties this winter. . . . Patsy Shaw now warbling at Don Richards Famous Door where she opened October 2. . . . Tommy Dowd, comedy magician, added to Clover bill. . . . Birthday party honoring Jimmy Ryan, *Miami News* drama ed, held at Famous Door.

West Coast:

West Coast tour skedded by Miles Ingalls for Constance Moore, pic star, was canceled due to the strike. Miss Moore has now gone back to work in pix.

Doc Parker Trio draws an indefinite hold-over at El Toro Club, Albany, Calif. . . . Jesse Price Quartet set for Brass Rail, Glendale. . . . Joyce Darlington, vocalist-thrush, opens at Bonanza Club, Reno, Nev., middle of month. . . . Four Barons set for Boulevard Club, Four Corners, Idaho. . . . The Cutters, instrumental quartet, making four sides for Rhapsody Records. . . . Nora Cole set for La Casita, Riverside, Calif. . . . Vivian Green going into Colony Club, Oakland.

Hunter Gray held over for another four weeks at Zanzibar, Sacramento. . . . Roy Milton Sextet now on Modern personal appearance tour, slated to hit West Coast end of year with bookings in L. A.'s Million Dollar and Lincoln theaters set for January. . . . Frankie Girls returning for another stint at Oasis, Yuma, Ariz. . . . Evanna Cotton opening the San Diego's Stork Club middle of month. . . . Buddy Banks held over at San Pedro Club, L. A. . . . Downbeaters and Mimi Trake (Arab kid steler) opening at Morocco, L. A.

Here and There:

The Jordans at Lobby Cafe, Juarez, Mexico, thru October 27. . . . Robert Drake and Little Jeane at Rio Casino, New Bedford, Mass. Slated next for Laurier Hotel, Lowell, Mass. . . . Irene Brooks replaced Muriel King at New York La Martinique. Miss King now at One Fifth Avenue, New York. . . . LaMae opening return engagement at Henry Grady Hotel, Atlanta, November 1.

Johnny Rempfer, house advance agent for Warner Bros. 14 years, for 10 of them chief biller of Hamid's Pier, Atlantic City, is now billposting for various spots in Long Beach, Calif.

Jimmy Buttis Trio at Esquire House, Schenectady, N. Y. . . . Dick and Jennie Court, nitery act, changed moniker to Dick and Gina Court.

Bob Kennedy heads stageshow at Brandt's Victory Theater, Bayonne, N. J., October 25-27. Bob Howard at Merryland Club, Washington. . . . Kirby Walker opened October 16 at Five o'Clock Club, Pittsburgh. . . . Bobby Martin at Rose Room, Newark, N. J. . . . Skeets Light and Phil Forest opened last week at Sky Bar, Chicago.

Quebec Cops Enforce Curfew; Speaks Benefit

MONTREAL, Oct. 19.—Periodical clamor of drys, politicos and religious authorities has caused the Quebec Liquor Commission to ask nitery operators to respect the laws regarding closing hours and Sunday restrictions. This time, however, commission seems more serious than usual about the whole business, and the ops are complaining bitterly to both provincial and municipal authorities that this forceful closing order is giving a break to the blind pigs which are cutting deeply into legitimate business.

Altho these restrictive laws have been on the books for years, the authorities usually close their eyes in the case of well-kept niteries and clubs, except when the anti's make too big a howl. Such was the case a few months ago when provincial and municipal police joined hands to restrict liquor selling, Sunday floorshows and Sunday dancing. Few weeks later the word was passed around that things were "back to normal" and that everything was okay as long as there was no abuse. Liquor police officials admit that they would prefer having legit places open after the lawful hours rather than clip joints and blind pigs.

In the past few days, however, politicos and the church authorities have pressured the all-powerful Quebec Liquor Commission to have the law respected. Night club and bar operators have been approached personally by police, who have given them the order to respect the closing hour. Selling of liquor must stop at 1 a.m. and patrons must be out by 3. Police are particularly pressing the Sunday laws. On Sunday only beer can be sold between 1 and 9 p.m. only. No-show-on-Sunday law is circumvented by the ops who stage their shows at 12:08 a.m. on Monday.

Legit ops claim the blind pigs, which have been practically out of business recently due to the fact that legit places were allowed to stay open after hours, sell cheap stuff at high prices (beer is $1 and $1.25 a bottle), the cleanliness is poor, score of streetwalkers infest the place and the owners pay no taxes or licenses.

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BALTIMORE BISTROS BATTLE

Clubs Switch To Name Acts In Biz Drive

Boites Up Budgets

BALTIMORE, Oct. 19.—If it was a ding-dong battle in Baltimore for the last six months it's a lot more than that now. Up to a few weeks ago it was the Charles vs. the Chanticleer. Both clubs managed to make a buck, depending on which had the bigger attractions. Now that the Walnut Grove has come into the ring everybody is swinging from the floor.

Francis McLane, owner of the Walnut Grove, put up about $300,000 to build an impressive room way out in the country. Then he really went to work with a man-sized bank roll buying all kinds of expensive talent. His competitors said McLane couldn't make a go of it. Whether he will remains to be seen, but meanwhile he's knocking the other clubs' brains out.

Right now the Grove is spending about $11,000 for its show. Considering the 1,000-seat capacity and big effort to established, that isn't too high. It becomes too high if early efforts take too long to catch on. Yet the location of the new room calls for a big budget if it is to get the crowds to make the long trek. For his next show McLane has Hiroo Marx and the Tony Pastor band. These two alone will cost him about $10,000. He also has a dance team, girl singer and relief band.

Marx is a picture name, the an uncertain cafe quantity, while Pastor is a juve favorite, but here again the operation runs into trouble. Baltimore has a law which forbids anybody under 21 from entering any establishment selling liquor. Burden of proof of age falls on the operator. So the coca-cola trade which would have to pay the $2 minimum and would be attracted by bands such as Pastor's is automatically ruled out. As a result the Grove plays to a beer and pretzel trade; it takes a lot of suds to break even.

Chanticleer's Budget

The Chanticleer, in the center of town, is a 400-seater and operates on about a $5,000 budget, figure varying with attractions. Occasionally it spends almost $8,000. Against Marx the Chanticleer will have Bert Wheeler, Vyvyan and a dance team and line. Majority of Chanticleer trade goes for scotch and rye at about a buck per shot. Cover charges about 60 cents. Chanticleer Marquee is seen by thousands, an advantage the Grove lacks.

The Charles, easily the class room of Baltimore, operates on about the same size budget as the Chanticleer and like it is also in the center of town. Room was completely overhauled last spring and now seats about 450. But unlike the Grove or the Chanticleer the Charles serves food. It has an elaborate kitchen and expensive chefs. It's questionable how successful its food biz is.

There is hardly a cafe in the country that makes dough on its food and there is no reason to believe that the Charles is an exception.

When the Grove preemed there was an immediate drop by both the Chanticleer and the Charles. Each has picked up since, but lags are definitely down. Business which the Chanticleer and the Charles used to score has been cut into by the new club. In pre-Grove days the two old clubs frequently played the same acts after a reasonable lapse of time. Now with a new club in the battle the problem of getting acts will become that much more difficult.

Business of getting attractions for the town is handled by Dick Henry (Whitey) Schaefer for the Chanticleer; Eddie Elkhort (MCA) for the Walnut Grove, and Sol Tepper for the Charles. Top cat names are mostly William Morris properties and the assumption is that the Chanticleer gets the cream of the crop. In actual practice Tepper comes up with some pretty hot names, frequently buying acts that the Morris office feels it has an interest in and now are not signed to the office. For example, the Charles will play Harry Richman, theoretically committed to the Chanticleer, against Harpo Marx.

Elkhort, with his MCA stable, can also deliver some hot properties. As a matter of fact MCA is out to break into Baltimore, come what may. Its drive stems from the org's policy of net deals for all MCA properties.

(Baltimore Clubs Switch, page 47)

Celeb Nights OK'd for Fla. On Fee Basis

AGVA Asks $250 Weekly

NEW YORK, Oct. 19.—Celeb night gimmick is back in the picture, but this time it's the Florida ops who are seeking AGVA okay. Matt Shelvey, talent union head, says that for all practical purposes he is against all kinds of celebrity nights, but as a means to increase the union's death benefit fund he is willing to sanction it under certain conditions.

These conditions call for payment of $250 a week to AGVA's national office and a guarantee that celeb nights will be part of regular policy. Payment must be on an annual basis with at least 50 per cent of the total to be paid in advance. Several clubs already have done so.

Permission for celeb nights cannot be given by any regional AGVA rep but must come from national headquarters.

Florida, a seasonal town, will get special dispensation. Instead of being an annual affair, now, it will be for three months. Permit has been given to the Copacabana, with others seeking okays. As far as Philadelphia celeb nights are concerned, Shelvey said no permits have been granted.

Indie Agents Plan Own Org To Fight Net Commish Deal

NEW YORK, Oct. 19.—A new organization made up of small agents is being mulled with the idea of standing up to the major offices. Ever since the big talent agencies agreed on a policy of no commission splits, indies have had a tough time. Policy has hurt them so much that an unofficial taboo has been placed by the indies on offices which refuse to split the 10 per cent. Altho the trade admits that net deals for attractions can't be avoided, the indies' cry is against the policy spreading to all acts. It's in the small-act department where the boys make a buck. Agents who are talking up the new combine say that one of the plans will be an effort to undercut biggies. To make it stick, every agent who comes into the org will have to agree to the plan, which will run something like this: when a big office calls an indie and asks for an act, indie is to ask for what spot he is wanted. After hearing the name of the spot, indie is to quote a figure of, say, $600, altho the regular price may be $400. Indie will then go direct to the spot and offer the act for $400.

Indies argue that that is exactly what the big offices are doing on their own properties, quoting a price one price and operators a lower one. If indies join together they claim they will be using the same tactics. Since all the indies together control more acts than the big offices, they feel that, as an org, if it sticks together, can make the biggies yell "uncle."

At the same time there is a grass-roots movement among the indies to bring their problem before the December meeting of the Artists' Representatives' Association. They are now talking up a drive to get the smallies in line, in an effort to accomplish a changing the leaders of ARA. They argue the governing body is made up of big office men who have no concern with the problems of the indie.

Various agents say that if ARA, at its forthcoming, will continue its "hand-pick" its governors they will quit ARA and join whatever new org is set up.

Indies interested in the new org are doing so very hush-hush. They all say they have to do business with the big offices, and if these hear they're forming to fight back, the battle will start before they're ready for it. A battle, however, is in the cards.

Lincoln, L. A., Ends All-Negro Vaude

LOS ANGELES, Oct. 19.—Lincoln Theater, Negro vaude-pix house, will darken its stage Monday (28) and switch to all flicker fare. Reason for vaude blackout is lack of biz. Sherill Corwin, Metropolitan Theaters exec, who took over lease from Harry Perkins last May and hoped to lure Negro trade by opening last July with stage policy. Idea was to book acts into Lincoln for one week, then switch same show to the Corwin-operated Million Dollar, town's only remaining vaude house. Corwin will throw in stagers from time to time and already has Lord Jordan booked for this winter.

Some bookers blame Lincoln's shows for the low gross streak that has plagued Million Dollar the past couple of months. Since Million Dollar admits Negro customers, percenters say Corwin competed with himself by opening a second vaude house. Management, however, banked on war-born boost in town's Negro population to fill both theaters. Showbiz shuns hitting the Coast sank Corwin's plans.

Kaye Bounce Seen Calming H'wood Scene

NEW YORK, Oct. 19.—Jack Irving, Chicago AGVA head, will take over the West Coast territory starting November 1. Arrangement will be temporary, lasting until about January 1.

Sam Gordon, Great Lakes AGVA regional head, will move to Miami for the season (November 1-March 1) to take over that area. He will be assisted by Jerry Hirsch. The Great Lakes district will be run by Lou Lecontos and Lou Smolen.

Dismissal of Arthur Kaye as AGVA's West Coast rep (*The Billboard*, October 19) is expected to pave the way for eventual settlement of differences between nitery ops and union.

Kaye's removal leaves several important controversies still unsettled. Union demand for cash bonds, which blew up into national issue last August, was outwardly settled when top night spots reportedly shelled out a total of $12,500 in bonds. It was learned recently, however, that AGVA received and accepted a joint bond from six spots totaling only $5,000. Slapsy Maxie's and Florentine Gardens, two largest spots, each gave $1,500, while Billy Rose, Larry Potter, Bar of Music and Charley Foy each came thru with $500 each.

Kaye To Withdraw

Joint bond was to be used to pay off acts in case of default by any contributing clubs. Understood now, however, that at least one club would like to take dough out of the joint pool and give individual cash guarantee for his own spot. With biz dropping, this owner is reluctant to take rap in case other guy doesn't pay off. Should others contributing to joint bond go along and withdraw dough, entire situation will be once again forced into negotiation.

Still another problem to be settled is so-called six-day week which was originally become effective in Las Vegas, Nev., September 1. Las Vegas was chosen as test city, with feeling that once the six-day week was put into effect there other West Coast centers would fall in line.

With Kaye out of the picture, however, it is expected that AGVA will reopen cases in an effort to discover the underlying cause of current gripes. Shelvey will, in all probability, trek coastward around first of the month give entire situation another look-see.

Fire Destroys Pa. Spot

HARVEY'S LAKE, Pa., Oct. 19.—Fire late Saturday night (12) destroyed Harvey's Lake Night Club, owned by Anthony Burnett. Burnett estimated his loss at $10,000.

Moulting Time

BRIDGEPORT, Conn., Oct. 18.—Theft this week of her six-foot African ostrich feather, just before she was supposed to go on at Walter's here, has temporarily put Marsye Del Ray, fan dancer, out of business. Feather, valued at $150, can't be replaced easily. Police are investigating.

Extra Pay for Sun. Phil. Work, Shelvey Rules

NEW YORK, Oct. 19.—Acts working in Philadelphia must get paid extra for Sundays, was the rule issued by Matt Shelvey, AGVA head, just before he left for the Mayo Clinic. Decision arose out of long-standing arguments between Philly spots and AGVA and was brought to a head by contract issued by Arthur Fisher, new Coronet Club booker.

Fisher bought Joey Adams, Mark Plant and Tony Canzoneri to open at the Coronet December 26. In the contract he returned to Sol Tepper, who handles the logs for ribbers, Fisher put a clause that said the acts would be required to work Sundays if the club had private parties or banquets. Tepper called AGVA and ruling resulted.

Philadelphia has a local law which doesn't permit eats to run Sundays. It is a common practice, however, for clubs to stay open Sundays by selling their room to private parties and then asking the performers to work on that day as part of their regular work week. According to the decision, any actor who works Sundays in that town must get paid extra. Ruling does not be included in a regular contract. It must be treated as a special engagement.

D. C. Hotel Strike Helps Nitery Biz

WASHINGTON, Oct. 19.—Airtight strike on Capital's hotels is sending a flurry of added biz to nearby hotel niteries and eateries. Strike by hotel employees is regarded as one of the tightest in history here, with the big hostelries forced to brown-out their night spots. Result is that hundreds of customers are seeking elsewhere for their entertainment.

Strike entered its second week today, with picket lines lengthening and usual nocturnal customers getting used to the idea of changing their favorite cocktail haunts for new atmosphere. Washington's night-life crowds continue heavy as ever, and business outside the hotels is, from all reports, bright.

AGVA Stymies Policy Switch by Falato's, Chi

CHICAGO, Oct. 19.—Falato's, formerly the 31 Hundred Club, North Side bistro, will be unable to switch from its present policy of using vaude-type cocktail combos to an act policy, as planned by the AFL-Falato, until $1,650 is forked over to AGVA here to make up for a sum which sets drop off eight months ago when the spot folded as the 31 Hundred Club. At that time the nitery was roped by Byron Massel and Henry Weiss.

Falato has refused to pay the sum demanded by AGVA, pointing out that he feels no obligation to pay debts incurred by the former op.

Frisco To License N.C. Fotogs

SAN FRANCISCO, Oct. 19. — A $100 annual tax for night club photographer licenses and $20 a year for each solicitor has been approved by the board of supervisors on recommendation of Police Chief Charles W. Dullea. Camera girls will be fingerprinted and required to wear identification badges.

New Las Vegas Spot Due in Dec.

LAS VEGAS, Nev., Oct. 19.—Hotel Flamingo, city's newest and most luxurious hotel-casino-night club, is scheduled to open December 26, with top-budget acts and an ork being booked for the opening.

New hotel, located on Los Angeles Highway, five miles from heart of the city, is said to be the last word in accommodations, activities and entertainment, and will aim at attracting top Hollywood movie people. Talent agencies are currently bidding for booking rights, offering name attractions in line with total budget reported at about $12,000 per week. Spot will pay between $5,000 and $7,000 weekly for bands, rest being allotted for acts.

Still another luxury hotel to be erected here will be Frank Sinatra's Hotel Havana. Owner Bingle, likewise, will build a large resort community in vicinity of Boulder Dam's Lake Mead, approximately 30 miles from Las Vegas.

Biz Takes Dip In Cincy Area

CINCINNATI, Oct. 19.—Nitery biz in this area has dropped perceptibly in the last four weeks with the fall-off estimated at between 15 and 20 per cent. Drop has hit minor and major clubs alike.

Gibson Hotel's Sidewalk Cafe, featuring dining and dancing, and the Hotel Netherland Plaza's Restaurant Continentale, on an ice-show policy for the last six years, experienced bonanza business all thru the war period. Same holds true for the smaller spots and roadhouses, such as Beverly Hills Country Club, Glenn Rendezvous and the Latin Quarter, all in Newport, Ky., and the Lookout House, Covington, Ky.

Ops are not too alarmed over the drop in patronage, figuring it just a natural stereotyping on account of malcy and something that had to come sooner or later. Cut in business will have no effect on the Kentucky clubs' heavy talent budgets.

Early-show business still holds up well, but the clubs have been having difficulty holding a capacity crowd patronage for the late shows with the exception of the week-ends. Gradual shift in late-show biz has been noticeable since the midnight curfew was instituted during the war days. The Kentucky clubs, with the exception of the Latin Quarter, offer two shows nightly, with the last coming at 1 a.m. Latin Quarter does three a night, with the final offering at 3 a.m.

Beverly Hills Country Club is planning on moving its late show up to 12:30, and with the new season, which begins in March, may even go to a midnight finale.

Ex-AGVA Cashier Indicted On Grand Larceny Charge

NEW YORK, Oct. 19. — Marion Cusak (ex-Marion Marlowe ballet dancer), former cashier of the AFL-New York office, was indicted by the New York Grand Jury Wednesday (16) for grand larceny in the first degree. Mrs. Cusak, it was alleged, had been pocketing members' dues which, she is said to have told the district attorney, was being used to finance Henry Woode, a new band. Shortage was discovered by auditors last August, who notified Dave Fox, New York AGVA head, who in turn called in the D. A.

When she was faced with the charge, she is alleged to have said that she had "borrowed" the dues and if the shortage, claimed to be $3,200, had not been discovered, she would have repaid every cent and been in the money herself. AGVA said that she had returned $400 and that the rest of the money was covered by surety bond. Ex-AGVA cashier will now face a trial jury and a judge. Penalty for grand larceny in the first degree is 10 to 20 years.

New York:

Total Stem Trade Tapers; MH Fair 142½G, Others Dive

NEW YORK, Oct. 19.—Despite a preem at the Radio City Music Hall, aggregate take of Stem vaude-filmeries was down last week as against the previous week.. Over-all figure for the six houses was $399,500, compared with previous week's $410,000.

Radio City Music Hall (6,200 seats; average $110,000) collected $142,500 for its preem with Nip Nelson, Rudy Tone and the *Jolson Story*.

Roxy (6,000 seats; average $75,000) for its third and final week with Beatrice Kay, Maurice Rocco and *Three Little Girls in Blue* did $62,000, compared with previous week's $65,000 and opener of $86,000. Newsbill, reviewed in this issue, has Frances Langford, Jon Hall, Al Bernie, Carl Ravazza and *Margie*.

Capitol (4,627 seats; average $72,000) fell off to $49,000 for its third and last frame with Paul Whiteman ork, Martha Tilton and *Three Wise Fools*, after opening with $73,000, followed by $59,000. New bill, reviewed this issue, has Les Brown ork, Henny Youngman, Bill Johnson and *No Leave, No Love*.

Six Weeks for Para

Paramount (3,654 seats; average $75,000) bowed out with $50,000 for its sixth and last week with Charlie Spivak's band, Peggy Lee, Bob Evans and *Monsieur Beaucaire*. Bill teed off with $110,000, followed by $100,000, $87,000, $81,000 and $65,000. New bill, reviewed this issue, has Stan Kenton ork, Dean Murphy and *Blue Skies*.

Strand (2,770 seats; average $45,000) slipped to $57,000 for its second week with Alvina Rey's ork, Joan Carroll, Sondra Barrett and *Cloak and Dagger*. Opened with $78,000.

Loew's State (3,500 seats; average $25,000) lifted slightly to $30,000 for Milt Britton, Edith Fellows, Paul Hankon and second week of *Holiday in Mexico*. Previous week's figure was $28,000. New bill, reviewed this issue, has Smith and Dale, Hal Le-Roy and *Strange Love of Martha Ivers*.

Chicago:

Courtney Big In 3d Chi Wk.

CHICAGO, Oct. 19.—Del Courtney's ork, with Chris Cross and Jayne Walton supporting, climaxed a three-week stand at the Oriental Theater (2,800 seats, 65-95 cents) Thursday (17) with a final-week figure of $44,000, which proved the best third-week grosser for the house in the past month.

Prior two first week was only $15,000, when Courtney bill pulled $59,000, while second week pulled $52,000. Pic, *Holiday in Mexico*.

Ciro's, Mocambo In Plug Swap For Off Nights

HOLLYWOOD, Oct. 19.—Two of Hollywood's lushest sunset strip night spots, ordinarily highly competitive rivals, last week worked out a reciprocal deal whereby each is to plug the other's off nights. Spots are Ciro's and Mocambo, and deal, on a four-week experimental basis, calls for Ciro's to shutter Tuesdays and Mocambo Mondays. Reservation calls on dark nights will be referred to other club, with signs displayed outside niteries advising patrons to visit other club.

Cross-plugging goes into effect Monday (21) and is expected to benefit Ciro's immediately, since Carmen Cavallaro, current attraction, is off on Tuesdays, and alternate band fails to draw enough biz to pay off.

Kathryn Duffy Dancers Into Two New Spots

CINCINNATI, Oct. 19.—Kathryn Duffy, in her third year as producer at Beverly Hills Country Club here, following her 12 Kathryn Duffy Dancers, has added two more class spots to her books, Northwood Inn, Detroit, and Bill Miller's Riviera, Fort Lee, N. J. In addition to producing, she will have an eight-girl unit at each spot.

Duffy Daneers began the Riviera run Thursday (17) and move into the Detroit Club October 28. Miss Duffy has concluded a 39-month run at the Glass Hat of the Hotel Belmont, New York. It was her third engagement there.

Boston:

Series Puts RKO 6G Over Average

BOSTON, Oct. 19.—Amid World Series fever and OPA confusion, RKO-Boston business held up solidly with Bob Crosby and band on stage and *Crack-Up* on the screen. Biz at this house held up well but even when grosses dipped sharply around town. Week ending Wednesday (16) pulled $35,000, $6,000 above average.

Current stageshow has Dave Apollon and his revue plus Paul Remos and the Three Rockets. Double-feature bill on the screen includes *Captain Caution* and *Captain Fury*.

Los Angeles:

Impotent 19G For "Vanities"

LOS ANGELES, Oct. 19. — Earl *Carroll Vanities* will bring a mildish $19,000 this week at the Million Dollar, falling short of house average by $5,000. Pic, *Strange Voyage*.

Double-barreled offering last week of Billy Eckstine ork and Eddy Howard combo pulled a weak $20,600 in 27 performances. Stage bill also had Mack and Aee, with pie offering of *Glass Alibi* completing the bill.

Marine Dining Room, Edgewater Beach Hotel, Chicago

(Thursday, October 17)

Room's decorators have changed atmosphere to completely rustic scene with checked gingham tablecloths, pumpkins and other Halloween trimmings. Decor is pleasant change from usual garish nitery interior and especially fitting for fall show opening.

Show has been expanded, with three acts on bill. Martin Brothers opened with their marionette turn, which grabbed far better response than at the Chicago Theater, where their fine puppet work was lost to crowds in balcony. Grabbed good mitt for each bit.

Pitchmen in second slot are doing same routine they've been doing locally for past three years, but boys wisely see that they are booked into different type locations here each time so that their work gets top attention.

Four Moroccans, tumbling and acro male foursome, really put sock finish to show, working in Egyptian production number. Boys do different type of stands, interspersed with tumbling, and racked up 100 per cent on the applause meter.

Stephen Kisley's ork, in a Wayne King groove, is just right for orchestral show background and dancing.

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NIGHT CLUB REVIEWS

Kitty Davis, Miami Beach

(Sunday, October 13)

Talent Policy: Dance bands and floorshows at 9, 12 and 2. Owners-operators, Kitty and Danny Davis. Prices: $3.50 minimum.

New show here offered two canaries, both doing a similar brand of songs. Jayne Manners is held over and going strong with her sophisticated material; Ann Brewster is new. Opened with *Anything Goes*, following with *Not Worth the Wear and Tear*. Character studies with the one about the gal from the other side of the tracks made sock comedy.

Pat Chandler, emsee, overcoming nervousness as he warmed up, put across some clever parodies. Impersonations of Jerry Colonna, Slapsy Maxie and Barry Fitzgerald scored big. Cleaned up with Jimmy Durante, his topper.

Vince and Clara Haydocks, brother and sister hoofers, proved their worth when they jumped rope while doing a rapid fire finish. Good.

Roy Douglas and Eddie, his dummy, stole the show. Compares favorably with top ventriloquists, but some of his gags are a bit ancient. Getting rid of the dummy in a suitcase evoked roars of laughter. Insistent mitt brought out Mrs. Douglas with a fem dummy. Pair had to beg off.

Johnny Silver ork handled the show without a slip. Biz capacity.

Cotillion Room, Hotel Pierre, New York

(Tuesday, October 15)

Talent Policy: Shows at 9:15 and 12:15. Room manager, Charles Reader; owner, Hotel Pierre; publicity, Paul Coates.

New show with new band and new entertainment director, started off with a lot of promise, but never lived up to it. There seemed to be two things wrong with it. Intros by Charles Reader were labored and replete with platitudes. An act coming out after one of his build-ups would have to be nothing short of sensational. In addition, Reader drags out a xylophone for a couple of soporific solos. This is excellent if the management wants its customers to snore, but it works a hardship on any act that follows.

Show opened brightly enough with a solo by Gonsalves-Menconi orchestra (5), doing an original, *Cubano*. Boys did nicely on the rumba beats. Result was Roberto and Alicia, flamenco team, who really pulled hands. The kids' appearance, exciting Gypsy music, castanet clicks and heel work made the customers tingle. Particularly effective was their flashy and rousing solo work. Showed one number, sans music (just drums), to which they worked in a flame-colored spot. Gigantic silhouettes and furious dancing produced a primitive effect that captured the imagination. Result was a terrif mitt.

Reader and his hammer-hocking stuff came next and when he was through everything dropped with a dull thud. After him came the Nilsson Twins, introd as "two charming young ladies." Twins are beautiful and apparently identical—at least it's hard to tell them apart. They're tall, slim blondes, with charm galore, but unfortunately their charm and class disappears as soon as they start singing. Material, a combo of satire and corn, plus slapstick, means nothing. They bounce around a la Betty Hutton, but miss fire. They might make a theater act, but don't stack up as class hotel room performers. Yet, looks are so outstanding, that given a smart routine, kids would probably click.

Show music is handled capably. Dance music was not. When Reader's ork was on, it sounded as tho it should be behind palms; the rumbas of Gonsalves-Menconi filled the floor.

Embassy, New York

(Tuesday, October 15)

Talent Policy: Floorshows at 9:30, 12:30 and 2:30. Operator, Sid Miller; publicity, Howie Horwits. Prices: $3-$3.50 minimum.

Second show of the fall season here has some fine singing and excellent solo dancing. Opened with Cabot and Dresden, ballroom team, who did okay with their lifts. But it was only their one-second lift spins which won good receptions. Their straight terping and tricky half lifts meant nothing. For one thing, the man was obviously struggling and straining to get the gal up. For another, the gal appeared tense as if expecting an accident.

Estelita, looking a little heavier than when last caught, still proved a good Latin personality singer. Managed to get a lot of verve into her chants, playing with the ringsiders for chuckles. Her *Stone Cold Dead in the Market* sounded like it was made for her. With her rolling r-r's, natural accent and flashing eyes, number was sock.

Fenchon, who's been around for some time, managed to get an unbelievable amount of speed into her interpretative ballets and modern dance routines. All three numbers and finished with *Park Avenue*, easily the most commercial and the best received. Dance is satirical take-off of phony social registerite who forgets her pompousness when she hears a boogie beat. Number showed originality and Fenchon gave it enough humor to earn effective laughs.

Chucho Martinez did a fine job with his Latin tonsil tossing. Boy's soft caressing tones hushed the room completely. His almost perfect phrasing and his choice of songs earned him recall after recall. Started off with four numbers but was forced back for three more.

Irwin Kent ork cut the show and Noro Morales supplied the rumba beats.

Latin Quarter, Newport, Ky.

(Friday, October 18)

Talent Policy: Dancing from 7:30. Floorshows at 9, 12 and 3. Owner, Tommy Callahan; manager, George Gebhardt; maître d', Tommy Clare; publicity, Don Heck. Prices, $1.50 minimum.

Production goes above par here with the return of the Jule Sollberg-captained Muriel Kretlow Dancers (6), in for their third time in as many years. Line's array is backed up by the Golden Gate Quartet (5) and solidly paced by Emsee-Singer Jack Carter, who offers scintillating tenoring of *There's a Great Day Coming* to open the show. Should do big biz here.

Kretlow lassies, attractively attired in flimsy costumes, gain approval with a spirited five and tramp routine. Work with a refreshing vivacity.

Three Edwards Brothers add plenty to proceedings with their speedy acro-balancing numbers which feature the usual assortment of tumbling, somersaulting and lifts and spins, but the ease with which they consort over and under tables is knockout stuff. Breaks-later in their pyramiding of tables and chairs on a four-bottle base, with one of the lads on his handstanding.

Coley Worth, comedy impressionist, garnered titters with his screwball fiddling, seven belly chuckles with a subtle chatter and mimicry and scored a sock hand with a Groucho Marx take-off and a humorous jitterbug routine.

Golden Gate Quartet clicked at out-set with an attention-getting swingeroo take on *Brundy Wild* and *Alabamy Bound*, plus ace torching on *Prisoner of Love*. Big hand brought out encore for spiritsite version of *Shadrach*, well haudled. On the second recall lads did a well-conceived and arranged *Joshua Fit the Battle of Jericho*. Skipped to a thunderous mitt and beggod off.

Kretlow Dancers scored handsomely in the closer with a *Rumbalero*. Show cutting and dance music well done by Sammy Leeds ork (8). Charlie Hudson still boffing 'em at the bar with his organ-pianistics.

La Salle Circle Lounge, Milwaukee

(Saturday, October 12)

Talent Policy: Shows at 8:30, 10:30 and 12:30. Owner, A. J. Moore. Manager, Buzy Delaware. Prices: $1.20 cover.

Packed Lounge gave the singing Land Brothers hearty applause. Starting with *Dark Eyes*, the men warmed up with *Donkey Serenade*, and then had the audience toe-tapping to their light-touch *My Little Cousin*. *Vesti la Giubba*, done in several languages, got a big hand. Did *Doin' What Comes Naturally*, and for an encore, *Begin the Beguine*. Fill, Eill, finale, had the usually staid audience whistling and stamping their feet in approval.

Carroll Ernst did a stand-out job of trumpet playing in the background while the Land Brothers sang, and the Russ Zarling orchestra did a good job of backgrounding the whole musical program. Pattie Regan, who has an infectious smile, got a big hand for her songs, and Dick Knight, who is improving fast, showed good poise and a flexible voice.

Leon and Eddie's, New York

(Wednesday, October 16)

Talent Policy: Floorshows at 8:30, 10:30, 12:30 and 2:30. Owner-operators, Leon Leonidoff and Eddie Davis; publicity, Dorothy Gulman. Prices: $3.50 minimum.

One of the best shows seen here in a long time premiered Wednesday night. Bill is loaded with entertainment nuggets and pulls back hams practically all the way. Topper, naturally, is Eddie Davis. The way that guy takes room and makes it economical so the visiting firemen gobble it up is amazing. Davis showed up with new material, most of it in his usual vein. But one number, a Gilbert and Sullivan parody, without a blue line in it, rang the bell. Long-beaked fellow also did an after-bit with Sherry Britton, a satirical dialog between Rhett Butler and Scarlett O'Hara, which just about killed 'em. With a hep mob out front, this bit will probably be sensational.

The surprise of the card was the Armory Quartet. Four tall boys, last caught with Art Mooney band and later at the Roxy, have changed style completely. Today they are a kind of white Golden Gate Quartet. Their bouncy spirituals had a vibrancy and rhythm which was infectious from the first note. Even their *Gypsy* was wonderful voice blending. The kids stopped the show cold and had to come back. The Armory group is going places.

Show opened with Val and Joy, boy and girl hoofers. Kids are both young and impressed with their looks and routines. Next came Lee Noble, magician. Tricks are ordinary, but style and chatter lifted it out of the average class. Boy showed an ability to hold his audience all the way.

Bromley and Barrett, two lads, doing a slow lift and balancing act, also were good applause pullers. Their one armed lift from the floor was particularly effective.

Sherry Britton, back again, is still one of the best strippers in the business. She put enough coyness and sex into her act to make even the Sems applaud. Incidentally, her reading of lines (in the after bit with Davis) showed a surprising acting ability.

Dick Raymond, singing emsee, was pleasant both in looks as well as chanting. The Frank Shepherd line (6) was attractively costumed and went thru three routines with spirit and skill. Art Waner's ork out the show.

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Florentine Gardens, Hollywood

(Wednesday, October 16)

Talent Policy: Dancing and floorshows at 9:30 and 12. President, Frank Bruni; publicity, Rose Joseph Alfaro and David Alfaro; maître d' hotel, Eddie Bendy. Prices: From $1.50.

Pinky Lee is the new headliner who shares honors with Jack Hilliard, Marilyn Hare, Igor and Tanya, Rivas Troupe and Jordan Lombard in the current revue, *Laffs With Pinky*. Show opens with the 12-gal line in front watching operating engineer Pinky banners announcing Lee's "political" campaign. Second production number has Pinky Lee, Lee is spotted halfway thru the 90-minute show, and the third, *Doing the Hula Rumba*, closes.

Igor and Tanya, ballroom dancers, show versatility to the payees' satisfaction. Best reaction came from their fast turn with guitarist Igor and Igor's rapid-fire spin across the floor with Tanya perched on his shoulders for the finale.

Miss Hare has a spot in *Cavalcade* as Sophie Tucker, and her singing is a treat. Also standout is Allotted her own spot, she handles the take-off on *South America, Take It Away* most ably. Impressions are timed cleverly done. Miss Lombard encountered a faulty mike during her vocalizing in *Cowboy* which undoubtedly prevented her from doing her best. The Rivas Troupe, six acrobats, do serious lifting and pyramid to a good hand.

Cavalcade of Books, with its large front jacket showing best sellers, depicts characters from 17 books. As the jackets are turned the main character is imitated by a Florentine lovely. Outstanding is Elza Blaze in her Sophie Tucker role for *Some of These Days* and Joan Brandon for *O'Grady*.

Pinky Lee works thruout the show. His new material needs polish, but his familiar lines are still there, and strong enough to pull him thru to good hands. Outstanding was his *Programmatically Speaking* bit which is his lisping manner, he advises rather sophomorically what can be done with a perpendicular. Gilbert plays straight to Lee and emsees, both in good style.

Emil Reffo's ork (14) does okay job playing the show and for dancing. Biz good.

S. F. Copa Reopens; 'Mickey' Charge to Court, 4 Are Held

SAN FRANCISCO, Oct. 19.—Copacabana, closed since August 24, when four employees allegedly attacked "mickey finns" to Band Leader Noel DeSelva and several of his musicians, reopened Wednesday (16). Musicians' union, which pulled the band out of the nitery after the incident, permitted the band to return to the club and play while the case goes to the courts. Four accused employees have been arrested and bound over to Superior Court, where the case is to be heard in about eight weeks.

Meanwhile DeSilva has collected $4,000 for Bedell and Matson on their four-week contract at the Copa, even tho the pair were unable to fill their engagement. Spot was closed before the act opened when the band was yanked.

Ella Mae Morse, who played out a week of a scheduled two-week run, made no attempt to collect any extra week due her in contract. Chorus was kept on half pay, with musicians getting same from the union.

The Boulevard, Elmhurst, L. I., N. Y.

(Wednesday, October 16)

Talent Policy: Floorshows at 8:30 and 12. Owner, Hank Coughlin; managers, Bill Solomone and Wally Signer; publicity, Milton Rubin. Prices: From $1.50.

Hank Coughlin, owner of this well-entrenched Long Island spot, recently gave his tavern an extensive 100G face-lifting, increasing the seating capacity to 700, setting up a new kitchen and installing new lights and decor. It's a smart-looking place now, but the lights, for cool reading tables and trouping, are far too bright once the dinner hour is over. Intimacy required for supper and post-supper drinking is lacking.

Lou Nelson, comic; Sonny King, tenor, and Vic Charles, puppeteer, headlined the hour show. Additionally there are Reva Lee Deane, hoofer, and a line, the Boulevardiers (7), with the show staged by Sidney Sprague. For this type nabery it's more than satisfactory, altho the spotting of the acts could be improved —notably by bringing King on later, with Charles moved down into his spot. King deuces now, but his work rates a more important spot. Conversely, Charles is not strong enough for next to closing.

An ex-pug, King's crooner-type high tenor fills the room well, and good selection of songs helps put him over. However, he's still too tense and impassive on the floor. He should loosen up a bit more gesturally. Nevertheless, he scores well, especially with Italo-English lyrics to *Sorento*, standard effectively and, to close, an imitah of a jivester swinging *Donkey Serenade*. He should keep the voice in middle register—when he goes high or low he reaches much too much.

Charles does a more or less standard puppet show, working on round platforms brought on from off-stage. With the exception of his last bit, an impersonating routine, he'd probably improve his act by working behind a screen. In full view much of the charm of puppetry is dissipated. Does a Negro hoofer, an opera soprano, both weak; a drunk, fair, and the skater, good. Part of the drunk is in execrable taste, with the stew trying up. It's not only in bad taste, but it's poor business savvy, especially in a place where the main income derives from dispensing hooch.

Lou Nelson is a promising comic, who talked here, with a pleasant, bright personality. Hindered by a small house, much of his better material went to waste. Relies almost entirely on off-color stuff, aggravated by the fact that most of it isn't even good blue material. A change of scrip, plus a change of pace, and Nelson would rate big time. As it is, tho, he clicked.

Opener is Reva Lee Deane, a cute tapper, who pleased with standard rhythms. Poor lighting—characteristic of the whole show, the nitery lacking a traveling spot—makes it tough for the youngster to sell her wares. The line does three numbers, all peppy costumed and pretty much small time.

Bill Henry's ork (7), plus leader on trombone and fiddle, dish out the dansapation and show, making a lot of music for a small combo. Some of the show, however, is done over fortissimo.

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Baltimore Clubs Switch to Names In Drive for Biz

(Continued from page 44)

Both the Charles and the Chanticleer would like to use MCA properties, but elimination of the booker's cuts is an obstacle. Right now Tepper is in a legal tangle with MCA over his commission on Martha Tilton, an MCA-er.

More $ for Talent

What it adds up to is that with three clubs fighting it out attractions will get more and more dough. Trade observers say, however, that while names will get more the rooms will do less. End result, they say, is that there may be a folderoo or a complete policy switch. Spot most likely to change its policy, say insiders, will be the Walnut Grove. It is understood that McLane already is mulling a straight name-band policy after present commitments, running into Christmas, are filled.

All these clubs would like to buy their names for one-week stands, thus getting a hypo every week. However there's the question of availability plus the equally important one of money. One large agency said that any attraction that would play a one-weeker would insist on at least time and a half.

Also entering the situation is the fact that Baltimore is not a like town. It does business for first shows about 10 p.m. but dies for midnight shows. Week-ends are big, but the nitteries can continue big-time operations on just week-end takes. Actually townisn't very hot for more than two weeks with anything. It has played the biggest. They open big but usually fade before two weeks are up.

Another drawback is a lack of newspaper support. After-dark rooms spend plenty in daily ads. Because even buy full pages for preems, yet dailies give them virtually no publicity. A few weeks ago there was a mass benefit in town for a man who was crippled when he helped a cop during a shindig. Newspapers pulled every act in town and was staged at the Walnut Grove. Papers gave the story a big play but nowhere did they mention the Walnut Grove. It's that way with every club in town.

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(Friday Afternoon, October 18)

House keeps commercial band heading this week, with Frankie Carle following three weeks of Del Courtney's music. Switch to different styled music might have hypoed gross.

Carle's band pulled mitts consistently in every department. Leader is spending more time away from the piano and has acquired more aplomb at mike and in fronting crew. Still manages to sneak away often to piano bench, where his solos usually grabbed mitt at start and finish. Catch scorings are just what Midwest eats up, with nothing too jumpy and melody emphasized always. Vocal corps is new to Chicago, with singers Marjorie Hughes and Gregg Lawrence displaying full, relaxed voices which indicate plenty of schooling. Theming evoked hefty palm whacking. Carle has come up with a great novelty, *Chick With the Band*, in which la Hughes brings out that Frankie is her dad and his alternate 88-er is her hubby.

Helene and Howard deserved and got plenty of chuckles and mitting because they're a comedy ballroom duo that has something entirely different. Team stresses interesting acro variations in their hokey teeping and get best response when gal puts guy thru judo spins.

Johnny Morgan started off in the right groove and kept his comedy top drawer until closing, when his parody on symphony batoneer started to drag. He imitates plenty of batendre, but his distinctive, coy delivery makes jokes lose any taint of time.

Olympia, Miami

(Wednesday, October 16)

A sock show this week, every act clicking. Ray Hentherton, in stellar spot, is a likable chap with a fine tenor coupled with plenty of charm. Leaned to the Irish side for numbers and drew plenty of laughs on stories.

Dick Bernie and Eddie Lane, with an unbilled stately fem, ran a close second. A telephone bit with Bernie in the middle was a sure-fire ribtickler. Plenty of comedy and closed to tremendous mitt.

Daisy the Wonder Horse is back again. The boys, fore and aft, are both good hoofers, with a graceful fem to run thru the antics. Nice hand.

Carlton and Dell, mixed team, offered a tem specialty in which the acro stunts of Miss Dell stand out. On their new steps they were palmed heavily at finish.

Marshall Rogers, vaude vet, still using the touch system to get harmony out of glasses of all sizes and shapes. Took several bows.

Pie, *Crackup*. Biz big.

Roxy, New York

(Wednesday Afternoon, October 16)

Names pop at this house, plus a variety of talent offerings, make this new bill a solid one and, if preem crowd's reaction can be a gauge, layout should mean a healthy b.-o. session.

Opening, after the Gae Foster Roxyettes and men dancers in a colorful Chinese number, has Carl Ravazza returning as solo chanter. An outstanding member of the charmchirp school, Ravazza pulls down the house with two numbers, *South American Way*, *Take It Away* and *To Each His Own*. Former he sells in his own manner and sells socko. Latter he handles with complete disregard of tempo, but it, too, is peddled to heavy palm-whacking. He got four recalls but begged off.

Borrah Minnevitch's Harmonica Rascals continue to depend more and more on Johnny Puleo for putting over their act. He turns in his customary imp routine as smoothly as ever. Then do a few numbers between Puelo's clowning and end with a nice job of *Meadowland*.

Fresh material, slick timing and delivery put Al Bernie over as an aw baff-getter in this week's bill. His gags are fast, often nonsense, but they pull yocks hard and long. Right he has cut down his mimlery to a closing bit of Churchill, okay. His opening bits on radio, commentators, plays, etc., is top funny biz. The closing ditty on the Englishman and his bee is good for plenty of laughs. Bernie bows off to top mitting.

As long as Frances Langford, glamorized newsboy, is chanting she's tops. Her pipes and her peddling of oldie ditties are excellent. Then the act flops with the appearance of her hubband, Jon Hall, who joins her for several minutes of gruesome dialog on the husband-and-wife theme. It strains to cracking for the giggles. Hall then joins her in *I Love Mike* and reveals that whatever charms he has for the bobby-soxers are not in his throat. Act just howls for a slick script.

Paul Ash and the ork do a good background job. Film, *Margie*. Biz, good.

Loew's State, New York

(Thursday Afternoon, October 17)

Comedy is the strong accent in this week's bill and all acts have sufficient yock material to get hands aplenty. Opener is the flash Skating Macks, who send show off to a fast pace. The Four Yearys, musical comedy act, do okay by both the notes and the laughs, with the guitarist hitting the high spots as boff getter. Outfit does from near-classical to cowboy ditties and gets big hands for its ensemble work and comedy.

Tapster Hal LeRoy is still individual among tapers, with his long, complicated steps and humorous touches. He relies on his tootsies to do most of the mitt-culling and wins big hands, especially his comedy routine with the drummer. He closes with his standard chair bit, long familiar, but still tops.

Top name act on the bill is Smith and Dale, whose classic *Dr. Kronkheit* foolery is as boff as ever. No matter how many times it shows up, it's an ace. Comics, aided by two stooges, end up as usual with four-part harmony on *If You Were the Only Girl in the World* and *By the Light of the Silvery Moon*. Had to beg off.

Andre, Andree and Bonnie, a dance-fashion act, close the bill with smooth terping.

Louis Basil and the boys play a good show. Film, *The Strange Case of Martha Ivers*. Biz, fair.

VAUDEVILLE REVIEWS

RKO Albee, Cincinnati

(Thursday Afternoon, October 17)

House resumes its vaude policy, left dormant for over four years, with a peppy bill stuffed with solid entertainment that rang the bell all the way.

New red and gold print drops make for good background as Deke Moffitt, who doubles as emcee, puts his 12-piece house band thru a treatment of *Five Minutes More* for a snappy starter.

Ritz Sensationalists, two boys and a gal, exhibit excellent co-ordination and pacing while running the gamut of Hockey-type skate tricks, spins and twirls that had new sitters gasping and gaping. A difficult trio spin at the blow-off earned them sound applause.

Any doubt that Fred Lowery isn't the top man in his line is dispelled by his splendid treatment of *Whistler and His Dog* and the varied whistling impressions with which he enhances the number. Socked 'em with *Indian Love Call* and *William Tell Overture*, and then brought on Dorothy Rae, who pulled plenty of palms with *It Had To Be You* and *Debutante's Lament*, a cutie which she authored. On the recall they were well rewarded for their whistled accompanying of *Whistlin' Joe*, also written by the lass.

Herb Shriner, corn-fed comic, scored with his Hoosier-geared philosophies and harmonica caperings. Rated comparable to the same as used on his air show and altho familiar to radio ear-benders this authentic Indiana humor is always to water. Earned two recalls and left 'em limp.

Betty Cullen, former TD and Harry James warbler, goes neatly commercial in her canarying of *Time Slips, I'll Buy That Dream* and *I'm Beginning To See the Light*. Attractively gowned lookier than ever, her personality and *Can't Help Lovin' That Man*, displaying excellent range to swipe plenty away.

Three Hollywood Stooges (Moe, Shemp and Larry), using the same time-tested material that has been their forte for many years, click as solidly as ever. Their vintage slapstickery is still effective, and lads scored dexterously with their eyegouging, nose - pulling and face-whamming antics. Went away to extensive palm-pounding.

Pic, *Home Sweet Homicide*. Three-quarter house.

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FOLLOW-UP REVIEWS

Capitol, New York

(Thursday, October 17)

New card doesn't run very long, but what there is of it is plenty commercial. There's excellent singing, yock-provoking comedy and band music with sufficient variety for all age-range tastes.

Stage came up with the Les Brown uric making his Sentimental Journey for a welcoming mitt. Once on top the boys went to work on *Beach at Waikiki*, starting with mutes and ending with full brass. Band's biggest number was *Caprice Viennoise* in which practically every sideman got a chance to shine with a short ride. Number was built around drummer who put plenty of heart into his skin work. Brown has a good organization and he let every man do a turn and take his bows. Band also did its customary comedy bits, with Stumpy and Butch Stone walking off with plenty of giggles for their jitter dance. Stone, wearing as a single (he doubled on sax), did okay with his vocal, *Feets Too Big*. Ork singer-ace Jack Haskell showed a pleasant voice with his *September Song*, the youthful, gangly appearance made his rendition unbelievable. Canary Pat Flaherty, a cute brunette, started with a straight version of *Five Minutes More*, then joined Haskell in a delightful parody of the number for a good reception.

Henny Youngman had a field day. Every gag at every piece of business pulled belly quakes. Tall comic's timing was right on the button from his opening, "Here's Lee Brown Fifteen money," to his beg-off speech. In between he killed them with his glee-club bits and his life of Youngman routines.

Bill Johnson's appearance was all in his favor. Tall well-built tousle-headed barry started off with *To Each His Own*. After a short intro he walked into the pretty tune's *Bellagiacci* and wound up with *The Way You Look Tonight*, getting nice applause all the way.

Pic, *No Leave, No Love*.

Chicago, Chicago

(Friday, October 18)

B. & K. are telling the 25th anniversary of Chicago theater with a 36-minute vaude revue that will stand up to anything they've had on the bill here since the theater opened. Ann Kaye, whose last p. a. netted him $700 per week and who expects to grab $40,000 in the next seven days on a percentage deal, is largely responsible, but remainder of cast comes in for big plug too.

Lou Breese house band has been upped five pieces and ops would do well to keep an additional tram, sax and guitar aboard permanently, two fiddles, which are permanent, aren't heard often enough anyway. Extra brass and guitar are used for all arrangements in this show. Additional sidemen's blowing was especially noted in background for Georgia Gibbs. Breese men opened with a spirited *Tico-Tico*, spotting Rudy Wagner's fiddling.

Tip, Tap and Toe, Negro trio, ran into hard luck when one of the boys injured his ankle during the first show, but remainder were carried on to hefty mitt for the following show. Boys now do first part of their act atop their special box, pulling the platform away for their closer when they do solo steps that excited plenty of mitt.

Radio songstress Georgia Gibbs displayed much stage know-how and versatility in delivering a brace of versified tunes. Gal, who makes a striking p. a., puts plenty of animation in her work and has a excellent throat besides. Had time permitted, she could have done more numbers, judging from audience reaction.

Headliner Kaye received riotous ovation. Using a minimum of prepared stuff and delighting with crisp ad libs, Guy got his best reaction with moppets, who seemed to have declared a holiday from school for the opening. Could have stayed on indefinitely if clock hadn't run out. Finish of his work brought nearly end of each number a huge hand.

Pic is *Bachelor's Daughters*. House was seven-eighths full when caught.

Paramount, New York

(Wednesday, October 16, 1946)

New card is loaded with stuff aimed at the bop cats and jive kids. Stan Kenton, with stork-like antics, and his ork put it on hot and heavy with arrangements and rides which will probably go big with the hot jazz buyers. But on night caught house didn't seem to dig numbers hence the blasting and all the weird musical patterns didn't add up to good theater fare.

The only time Kenton did get enthusiastic responses was when he did his hoke version of *Summer Is Firmary*, which the boys in the band deliberately loused up. Result was mildly hilarious and crowd gave with yocks and mitts.

Band canary, June Christy, was way over the customers' heads. Her be-bop lyrics and 52d Street style drew titters more than it pulled hands. Her low-down *He's Funny That Way* probably kills the hot jazz trade. Here it was just gibberish. Miss Christy looking at each other wondering what it was all about.

Dean Murphy came on with a few gags, shooting them across like a machine gun, then went into his trick-act. Assisting him was Charlie McCarthy, which must be something for a name to do—imitate a dummy. Pint-sized Murphy did warm to Eleanor Roosevelt and FDR, the last-named in excellent taste and earning Murphy a great mitt rattle.

King Cole Trio came on with a nice hand and went to work on *Route 66*, *Gone With the Wind*, *Body and Man* and a medley of oldies. Boys did their usual good musical job but their phrasing wouldn't seem to get across. Show finished with Kenton's ork joining the Cole group for the dessert with everybody getting a hot.

The Lane Brothers' standard routines got a nice welcome. Their knockabout acts and neat hoofing jumping paid off with hearty applause.

Flicker, *Blue Skies*.

Million Dollar, Los Angeles

(Tuesday Afternoon, October 15)

Roadshow packaged edition of Earl Carroll's *Vanities* fails to ring the bell, although it has its high spots which register sporadically. Generally, tho, it's a B offering dressed up as Grade A merchandise.

Show has the usual Carroll touch, replete with lanky showgirls and line of it. Best group offering is a couple number, colorfully costumed and well staged. Other group bits are run-of-the-mill dance routines which offer nothing new.

Headlist chores fall to Syd Dean, wife-and-dancing partner, Dorothy, dishes out some tired gags and a few specialties. In solo spots he clowns with a fiddle and number of yodels for yocks. Dean could easily become a top comic if he had material to match his talents.

Mercer Brothers, soft shoe comedy hoofers, do okay with several numbers, including one with Negroid, south-of-the-border routine. Jimmy Vey, tapster, doubles with his feet and knees but his terp routine while playing xylophone.

Trick cyclist Joe Mole and Vernon and Berry, comedy dance team, complete the bill. Vernon doubles on emsee and singer—adequate in both departments. Bert Cunningham, five-woman vocal combo, latch onto the anchor spot and do well.

Production and costuming are up to par, but there's lack of zip and novelty to make it click. Pic, *Strange Voyage*. Biz, fair.

RUBAN BLEU, NEW YORK: Muriel Gaines has returned to this spot and her performance spark the bill. Aided by the Cedric Wallace Trio, she does a nifty job of diticse which she makes completely her own by her slick chanting style. Opener, *Ain't That Just Like a Man*, sets the pace, followed by *Young and Merry*, a hulu, and her "New York" song, which brought top hands and a result which she answered with a calypso number for a beg-off.

Other newcomer to the bill, Judy McGee, miming to platters, misses. Her Beatrice Kaye and Jerry Colonna numbers got nowhere, and she made her only showing on the comedy panto to a Spike Jones disk. But it all means little or nothing and, since she opens the show, puts the onus on succeeding acts to pep up the evening. That's just what Paul Villard does with his ballor songs and folk tunes, delivered in his casual style. It sells sock. Day, Dawn and Dusk continue to do their comedy routines and net heavy mitting. The trio and 88-er, Wally Blacker, fill in the lulls nicely.

VILLAGE VANGUARD, NEW YORK: On page 1014 of Max Gordon's Pharmacopoeia it is written:

An old familiar remedy for box officials—add Ingredient B (proven talent) to S (oke) and holdovers; result is generally soothing to the pocketbook.

Original Gordon prescription, Gordon has replaced Stanley Facey Trio with the Herman Chittison Trio and Helen Chown with Eddie Manson, harmonica player. Current bill emerges as a stronger show, with better entertainment to lure the waning lushyterians.

The Chittison Trio (bass, piano, guitar) is the kind of ace combo that makes drinkers and audiences listen to the place. The music and delivery are slass, smooth and rhythmic, creating ripples of pleasure. The boys back the show too. On opening night (Monday, October 14) they had a little trouble with one of Eleanor Bowers' songs, but a couple of run-overs can lick that.

Eddie Manson, assisted by Margery Welles on the piano, makes his return here a sock occasion. The maestro of the mouth organ is placing more emphasis on longhair, which is okay with the audiences. Opens with an ineffectual *Crazy Rhythm*, which only makes it tougher for his next switch-off played *Clair de Lune*, which is beautifully done. Guy really shows his stuff with *Pop Goes the Weasel* in Bach, boogie and Stravinsky arrangements. Great hand.

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Arbiters Give Icers Pay Hike

HOLLYWOOD, Oct. 19.—Findings of four-man arbitration board mulling dispute involving *Ice Follies* cast are to be presented to the cast some time today. Panel is understood to have recommended a general pay hike of 20 per cent, plus back pay for the rehearsal and adjustment of working conditions in line with talent demands.

Hearing of grievances was held under supervision of AGVA's Florine Bale, and panel board included Sam Shayon, AGVA attorney, Joe Rose, Ice Follies' production head, and Walter Hadlich, ice-show biz manager.

If board recommendations are accepted, Ice Follies' management will be drawn up and submitted to AGVA National Director Matt Shelvey for signature. Pay hikes by cast of *Ice Follies* and approved by union also will apply to cast of *Ice-Capades* and other iceries.

Singer Miranda To Work For Nitery Boss Miranda

HOLLYWOOD, Oct. 19.—Carmen Miranda will headline her own room at Monte Proser's Hollywood Copacabana. Miranda Room,' to open first of the year, will seat 200 people and will be decorated with Brazilian trimmings.

Miss Miranda and Brazilian combo will furnish the entertainment. Actress owns piece of room, reportedly one-third.

STEM REVIVALS HIT PAY DIRT

Oldies Outdo New Shows as B. O. Clicks

Plenty Others En Route

NEW YORK, Oct. 19.—In spite of advance headshakings at a fall season top-heavy with revivals, it looks as tho refurbished legit is better than holding its own. In fact, the out-of-the-moth-balls contingent has the new entries in Stem sweepstakes backed off the boards.

Of the newies, only O'Neill's *Iceman Cometh* and Ben Hecht's *A Flag Is Born* have registered in the hit class, while three others, *Hidden Horizon*, *Hear That Trumpet* and *Mr. Peebles and Mr. Hooker* shuttered with a dozen showings or less. Against that, however, out of nine revival unveilings to date, only one has actually taken a bow-out. *Yours Is My Heart* called it a day early this month after 36 performances. *Obsession*, known as *Jealousy* when first done, is slated to wind up Saturday (26) after 31 showings.

Against these mishaps is balanced the smash hit of Jose Ferrer's *Cyrano de Bergerac* and the continued success-build of the Herbert operetta, *Gypsy Lady*. *Front Page*, first of the autumn revival crop, while off materially from a terrific b.o. start, still appears solid at the b.o.

Four others bowed in this week. The Homer Curran revival of *Lady Windermere's Fan* is currently in start and has all the earmarks of a top contender in the success column, but Paul Gunner's impersonation of London's *Duchess of Malfi* drew a unanimous thumb-down press. Nevertheless, an advance sale of 150G would seem to insure the gory costume piece a reasonable stay. The all-Negro *Lysistrata* also faces tough handling from the aisle experts and looks to lower the revivals Stem batting average. It is impossible to rate *Naughty Naught*, horn-and-pretzel comedy-melo, which unveils at the Old Knickerbocker Music Hall tonight, but if it stacks up with the original as played at the little American Music Hall back in 1939 it should get a successful coin play.

Still more revivals are on the way. Come November 6, the new American Repertory Theater gets in town with preems of *Henry VIII*, *What Every Woman Knows* and *John Gabriel Borkman*. A new version of *The Beggar's Opera* went into rehearsal Monday (14). The New Opera Company is prepping a revival of *The Belle of New York*, last on view here in 1927, and J. H. Del Bosko is readying another production of *The Chocolate Soldier*.

It begins to look as if the producers who climbed on the revival-wagon have been smart. Whether the trend is due to a dearth of good new material, or whether it is a new generation eager to get a look-see at the oldies, fact remains that plenty b. o. has been slumbering on the shelf. It just takes canny producing to wake it up.

Chic Johnson, Huntsman

VANCOUVER, Oct. 19. — Chic Johnson, of Olsen and Johnson, blew into Vancouver last week after a month's big game hunting in southern British Columbia, an annual event on his itinerary. Team's new opus, *Hullabaloo*, will be produced at the Carnival, New York.

BROADWAY SHOWLOG

Performances Thru October 19, 1946

New Dramas

	Opened	Perfs.
A Flag Is Born (Music Box)	9- 5,'46	62
Anna Lucasta (Mansfield)	6-30,'46	508
Born Yesterday (Lyceum)	2- 4,'46	302
Deep Are the Roots (Fulton)	6-26,'45	453
Dream Girl (Coronet)	12-14,'45	383
Harvey (48th Street)	11- 1,'44	836
Iceman Cometh, The (Martin Beck)	10- 9,'46	16
Life With Father (Empire)	11- 8,'39	2,612
Obsession (Ethel Barrymore)	10- 1,'46	23
O' Mistress Mine (Empire)	1-23,'46	316
State of the Union (Hudson)	11-14,'45	391
Voice of the Turtle, The (Maroone)	12- 3,'43	1,052

REVIVALS

Cyrano De Bergerac (Martin Beck)	10- 3,'46	16
Front Page, The (Royale)	9- 4,'46	54

Musicals

Annie, Get Your Gun (Imperial)	5-16,'46	192
Call Me Mister (Lyric)	4-18,'46	222
Carousel (Majestic)	4-19,'45	631
Oklahoma! (St. James)	3-31,'43	1,533
Three To Make Ready (Broadhurst)	3- 7,'46	200

REVIVALS

Gypsy Lady (Century)	9-17,'46	39
Red Mill, The (46th St.)	10-16,'45	424
Show Boat (Ziegfeld)	1- 5,'46	329

ICE SHOW

Icetime (Center)	6-20,'46	173

BALLET

Ballet Russe (Metropolitan Opera)	9-29,'46	24
Ballet Theater (Broadway)	9-29,'46	24

OPENED

Lady Windermere's Fan. 10-11,'46 (Cort) — 8

Received a seven-ta-two nod from critics. Yes: Louis Kronenberger (PM), Robert Coleman (Mirror), Robert Garland (Journal-American), Ward Morehouse (Sun), Wilella Hawkins (World-Telegram), Howard Barnes (Herald-Tribune), Richard Watts Jr. (Post). No: John Chapman (News), Brooks Atkinson (Times).

Duchess of Malfi, The. 10-15,'46 (Barrymore) — 7

Took severe thumb-down from the critics. No: Louis Kronenberger (PM), Robert Coleman (Mirror), Richard Watts Jr. (Post), John Chapman (News), Robert Garland (Journal-American), Ward Morehouse (Sun), William Hawkins (World-Telegram), Howard Barnes (Herald-Tribune), Brooks Atkinson (Times).

Lysistrata. 10-16,'46 (Biltmore) — 5

All-negro chorus from critics. No: Richard Watts Jr. (Post), Ward Morehouse (Sun), William Hawkins (World-Telegram), Robert Garland (Journal-American), John Chapman (News), Howard Barnes (Herald-Tribune), Brooks Atkinson (Times), Louis Kronenberger (PM), Robert Coleman (Mirror).

Lysistrata. 10-17,'46 (Belasco) — 4

Took unanimous lacing. No: Robert Coleman (Mirror), Louis Kronenberger (PM), Richard Watts Jr. (Post), Howard Barnes (Herald-Tribune), Robert Garland (Journal-American), John Chapman (News), William Hawkins (World-Telegram), Ward Morehouse (Sun), Brooks Atkinson (Times).

Naughty-Naught ..10-19,'46 (Old Knickerbocker Music Hall) — 1

Scene Set-Ups by Designers Draw IA Ire; Two Get Tossed

NEW YORK, Oct. 19.—Stagehands' union, adamant in its decision that scenic designers keep hands off completed scenery being set up on stage for premieres, this week chased two designers off the boards. Boris Aronson, working on *Yoreh Bye and Bye*, got the heave-ho, with Donald Oenslager, working on *The Fatal Weakness*, also getting the bouncero, both incidents taking place at the Shubert-New Haven.

Grips made the same threat in each case, stating they would walk out unless the designers laid off the sets and worked from the pit instead. New Haven deckhands were working under orders from IATSE headquarters in New York.

N. Y. Walkout Threat

James Brennan, IA vice-president, stated that the union would pull grips out of all New York houses unless the designers ended their set-up practices. Brennan declared, "They are interfering with our work and are not property men, carpenters or electricians."

Fight is believed to be partially a retaliatory step by the IA, in connection with scenic artists support of the Conference of Studio Unions' Hollywood strike. Additionally, a jurisdiction element is involved; grips took similar action against Elizabeth Montgomery, in connection with *Second Best Bed* when it played Schenectady last May.

Many legit producers claim designers are indispensable in setting up new shows, and that delays which will follow if the IA puts thru its edict will add considerably to deckhand pay rolls.

Equity's Mag Attacks Fay

NEW YORK, Oct. 19.—In a very unusual editorial, Actors' Equity attacked one of its council members, Frank Fay, in the October issue of its magazine. Fay guested a column for local paper in which he deprecated the talent and motives of junior members of the association. This happened while he was sitting on a committee to consider revising the qualifications for senior membership. Subsequent action by AE removed him from the committee.

Union, while making it clear that it did not question Fay's right to free speech, claimed he disregarded his responsibilities as a council member by going direct to the public on an issue which was still before the council, and on which he was one of the members. In doing so, he maligned a large section of the membership and the good name of Actors' Equity Association."

Rose Pays Cast Expenses During Captial Lay-Off

NEW YORK, Oct. 19. — Tuesday (15) session of Actors' Equity Council granted a request by Billy Rose that he be allowed to lay off cast of *Carmen Jones* October 26, 27, 28 in Washington. Actors will get expenses for the three days until they move on to Harrisburg, their next date.

Rose, because of the shortage of houses originally planned to play Uline Arena in Washington, but found the cost of building a proscenium too much. Producer expected to spend $6, but estimates ran $15,000 and up.

COMING UP

(Week of October 21, 1946)

Made in Heaven (Henry Miller)	10-21,'46	
Playboy of the Western World, The (Booth)	10-26,'46	

CLOSED

Bees and the Flowers, The (Booth)	9-26,'46	28
Saturday (19).		

Hollywood Bowl Plans Legitery

NEW YORK, Oct. 19.—Hollywood Bowl is planning to go into legit. New combo, called Hollywood Bowl Theater Association, has George Bagnall at its head and is launching a drive for $1,000,000 to build a theater and school on Bowl ground and hopes to bring top attractions in from the East. Douglas Field, a Bowl rep, is here now to see whether the Shuberts, Theater Guild, Playwrights Company and other producers will book their shows in the projected Bowl house.

Tentative opening date for the theater is in 1948, with a drama festival being aimed at the Bowl's outdoor Pilgrimage Theater in July and going indoors October at the new house. The HBTA hasn't the dough to build the house, it has the land free on a non-profit deal with Los Angeles County. With locations at a premium in Hollywood, land itself is valued at $500,000.

HBTA will also do new scripts, try-out plays for Eastern producers and do revivals. School plans call for a two-year course with a third post-graduate year. Altho set-up won't have a tie-up with movie companies, the fact that it will be major legit project in the heart of film capital is expected to attract plenty of students. Besides Bagnall, Katherine Hepburn, Bette Davis, Mrs. Pat O'Brien, Robert Reynolds and Dame Mae Whitty are on HBTA's executive board.

Set Painters Asking 65% Hike in Hourly Wage, 30-Hour Week

NEW YORK, Oct. 19.—Scenic Artists' Union is pitching for a 65 per cent increase on hourly wage plus decreased work week in its new contract. Present rate for scene painters is $3 per hour for 35 hours per week; demand is for $5 hourly for 30 hours per week. Old agreement between the union and contractors expires October 31.

Meanwhile scenic artists are having a better season than last year. There are contracts for 20 more shows in work now as compared with last year.

THE DUCHESS OF MALFI

(Opened Tuesday, October 15, 1946)

ETHEL BARRYMORE THEATER

A tragedy by John Webster, adapted by W. H. Auden. Staged by George Rylands. Sets, Motley Bennett. Costumes, Miles White. Incidental music, Benjamin Britten, arranged by Ignatz Strasfogel. Company manager, Lester Al Smith. Stage manager, Forrest Taylor Jr. Press representative, Jean Dalrymple. Presented by Paul Czinner.

Ferdinand, Duke of Calabria.....Basil Rathbone
The Cardinal, His Brother.....John Carradine
Giovanni, Duchess of Malfi, Sister of Ferdinand and the Cardinal.....Elisabeth Bergner
Antonio Bologna, Steward of the Household of the Duchess.....Whitfield Connor
Delio, Antonio's Friend.....Richard Newton
Daniel De Bosola, Gentleman of the Chamber to the Duchess.....Canada Lee
Others: Gentlemen, Ladies, Pages, Servants, Michael Bey, Lawrence Kyle, Robin Morse
Ladies Attending on the Duchess.....Nick Ireland, Diane Kemble
Cariola, First Lady-in-Waiting to the Duchess.....Patricia Calvert
Old Lady.....Micheleite Jurrel
Roderigo .....Rupert Polo
First Guard .....William Layton
Second Guard .....Frederick Perron
Julia, Wife of Castruchio.....Sonia Sorel
Monk .....Richard Hamilton
Pilgrim .....Jack Cook
Antonio's Son .....Maurice Copeland
Antonio's Daughter .....Kathleen Moran
Madonna:
Priest (Singer) .....Walter Peterson
Lawyer .....Richard Hilton
Astrologer .....Frederick Downe
Doctor .....Arthur Hull
Courtiers, Officers, Soldiers, Ladies and Gentlemen of the Court.

A program note advises that because the London revival of *The Duchess of Malfi* was one of the most successful productions of last year's West End season, Dr. Paul Czinner reached across the Atlantic and sought Director George Rylands to repeat his task here. It is doubtful might better have kept his hands in his pockets. Rylands' direction may have made *Malfi* a tidy hit in London, but at the Barrymore it unfolds as sonorous and mostly unintelligible. Result must be in the staging, because some very literate guys have attested that John Webster's verse touches little less than the sublime in the tragedy inspires pity and terror. The only pity engendered in the current version is that of cudgeling the brains of the actors, and the terror manifests itself in pew-sitters' sent-wriggling and a desire to giggle in the wrong spots.

However, while *Malfi* would be tabbed for as short a life as it's been enjoyed by most of its principal characters, it has, of course, Elisabeth Bergner in the title role. The Bergner has a way with her, even in a bad play, of luring them to the box office. Already reported to be ahead with a 150G advance, so it should continue pleasantly in the black for

(*The Duchess of Malfi on page 52*)

LADY WINDERMERE'S FAN

(Opened Monday, October 14, 1946)

CORT THEATER

A comedy by Oscar Wilde. Directed by Jack Minster. Sets, costumes and lighting, Cecil Beaton. Incidental music, Leslie Bridgewater. Company manager, Emmett Callahan. Stage manager, Robert Lindon. Press representative, Helen Hoefle. Presented by Homer Curran in association with Russell Lewis and Howard Young.

Lady Windermere .....Penelope Ward
Parker .....Thomas Louden
Lord Darlington .....John Buckmaster
Duchess of Berwick .....Estelle Winwood
Lady Agatha Carlisle .....Sally Cooper
Lord Windermere .....Henry Daniell
Mr. Rufford .....Paul Bassett
Miss Rufford .....Jeri Sauvinet
Lady Paisley .....Henriette Clerens
Hon. Prunella Stanhope .....Tasagra Thayer
Lady Jedburgh .....Elizabeth Valentine
The Bishop .....Peter Kreyer
Miss Graham .....Pamela Wright
Sir James Royston .....Jack Merivale
Lady Stutfield .....Anne Ourson
Mr. Dumby .....Evan Thomas
Mrs. Cowper-Cowper .....Leonore Elliott
Mr. Hopper .....Stanley Bell
Lady Plymdale .....Nan Hopkins
Lord Augustus Lorton .....Rex Evans
Mr. Cecil Graham .....Cecil Beaton
Mrs. Erlynne .....Cornelia Otis Skinner
First Footman .....Guy Hicks
Second Footman .....Richard Jones
Rosalie .....Marjorie Wood

As an echo of an era as brittle as the China pug dogs that graced its

(*See Lady Windermere on page 52*)

BROADWAY OPENINGS

HEAR THAT TRUMPET

(Opened Monday, October 7, 1946)

THE PLAYHOUSE

A new play with jam overtones by Orin Jennings. Presented and staged by Arthur Hopkins. Designed by Woodman Thompson. Stage manager, Edward A. McHugh. Press representative, Richard Maney.

Mumford Clarinet.....Sidney Bechet
Homo Armonk.....Frank Thayer
Dinger Richardson, Trumpet..Bobby Sherwood
Floyd Abney, Piano.....Ray Mayer
Abbs, Bass Horn.....Harold Edwards
Roces, Drums.....Marty Marsala
Jack Dempsey .....Jean Parker
Skippy, Trombone.....Phillip Layton
Sally Belle.....Jeanne Cagney
Cleag .....Raymond Brantley

Chalk up an error in judgment on this one; it just doesn't jell. The Jennings script, while it has possibilities and even flashes of the right stuff in it, badly needs a rewriting job and a tightening up everywhere. Then, too, the direction doesn't help any, for the pace is laggard and the dialog is often as tuneless and tone-deaf heavy. *Hear That Trumpet* is not Stem fare.

Plot, for some reason or other, despite the vet angle, seems dated, and only a big name contrived little in his script to alter this opinion. It is dated speech, dated action and above all dated personalities in the cast. Only that does nothing to send the pew-sitters out with good feeling toward the show. Best moments in the show are when the combo gets into the groove.

CRITICS' TAB

Consensus on this one: Scanty nix, 2-1. Nos Brooks Atkinson (Times), John Chapman (News), Robert Coleman (Mirror), Howard Barnes (Herald-Tribune), Ward Morehouse (Sun), Richard Watts (Post), Robert Garland (Journal-American). Yes: William Hawkins (World-Telegram).

Story builds around Dinger Richardson, tired of her Navy existence, mouthpiece with a load of power, and his erotic girl friend. The gal finally, tired of her Navy existence, falls for Dinger and persuades the lawyer, Armonk, to handle the band. He does, but after the gal and Dinger get spliced, wreaks his vengeance slowly and evilly on the whole band. He justifies himself when she poisons Armonk and gets the band back together.

Dialog, for the most part, is either banal or turgid. It strives sometimes to say something and there's even a whiff of social significance. But it all adds up to very little. What talk there is to satisfy is handled by Ray Mayer, the combo 88-er, who does a stand-out job with his caustic comedy and drunken story told at the piano to his own accompaniment. This is the high spot of the play.

As far as sheeping goes, Mayer walks off with the honors as the battle-shocked war-bitter cynic. He dominates every scene he plays. Bobby Sherwood, ork leader and trumpeteer, who was drafted from a podium for the job, does an overall good job. He's cooperative and credible. Others in small roles who do okay are Sidney Bechet, another tyro; Marty Marsala and Phillip Layton. As the villian, Frank Conroy is correctly sinister. But the cast sags badly on the distaff side. Audra Lindley, as the lead, plays the early scenes as if she were not too sure of the part's lines and exhibit. The role she handles stiltedly and sometimes awkwardly. Lynne Carter's comedy bit is badly overdone. The Woodman Thompson set is so-so.

In short, at The Playhouse you can *Hear That Trumpet* if you can stand your notes. This one's off key most of the time.

Closed Saturday (12). Printed for the record. (Review crowded out of the last issue.)

LOCO

(Opened Wednesday, October 16, 1946)

BILTMORE THEATER

A comedy by Dale Eunson and Katherine Albert. Produced by Jed Harris. Settings, Donald Oenslager. Costumes, Pauline O. Roche. General manager, Ben F. Bich. Press representative, Dick Weaver. Stage manager, Del Hughes.

Alma Brewster .....Helen Murdoch
Naomi Brewster .....Beverly Bayne
McIntyre .....Barry Kelley
Waldo Brewster .....Ben Passell
David Skinner .....Morgan Wallace
Lois Dempsey .....Jean Parker
Ginger .....Marlo Dwyer
Marion .....Darla Hood
Eben .....Parker Fennelly
Hanks .....Rhine Reitzel
Nicky Martinez .....Si Varlo
Mike White .....Lawrence Maxine

Loco has motive, if not motion, and gets really nowhere by curtain fall. Framed around a thin plot of a tired business man and a Conover model with chassis and no gray matter, comedy plays for laughs more often than it gets them. There are quite a few sags in the script and blank moments that cull the gapes. Show seems destined for a brief encounter on the Stem.

Main merit is the acting, which is generally good. Cast tries heavily to juice the weak lines, and Jay Fassett, Jean Parker, Parker Fennelly and Beverly Bayne manage here and there to make the script sound much funnier than it really is.

Waldo Brewster, who is bored with family life and, anyway, is annoyed with his daughter for marrying a temperamental composer, needs a brainless model whose name, incidentally, is Loco, and on the advice of a friend, suggests she come with him on a hush-hush trip to his Maine hunting lodge. Scene where the girl tells her mind after talking to her roommate, who's also out on a date, is one of the comedy highlights. When the couple reach Maine the gal comes down with measles, and in the course of convalescence makes Brewster see that he owes something to his family. He returns and makes peace at home.

Play is slotted into nine scenes, and action gets choppy as a result. Donald Oenslager's sets are good.

LYSISTRATA

(Opened Thursday, October 17, 1946)

BELASCO THEATER

A comedy by Aristophanes, modern version by Gilbert Seldes. Directed by James Light. Sets and costumes by Raoul Pene duBois. Costumes, Rose Bogdanoff. Choreography, Felicia Sorel. Music, Remy Bronk. Company manager, Eleanor Fitzgerald. Stage manager, Fish Dittrich. Press representative, Marjorie Beckenridge and Michael O'Shea. Presented by James Hahn and Max J. Rehn.

Leader of Old Women's Chorus..Pearl Galnes
Old Women's Chorus:
Beatrice Wade, Phillis Walker, Hilda Offenbacher, Doreen Brooke, Olive Bell, Ethel Furnelle, Wilhelmina Willmann, Edyth Reid
Lysistrata .....Nancy Hamilton
Kalonika.....Prodi Washington
Young Women's Chorus:
Lora Pierre, Geneva H. Pfieh, Laphonia Dennis, Marie Cocke, Jean Stovall, Geri Bryan, Jackie Greene, Dorothy Olden, Minnie Gentry
Myrrhine.....Mildred Smith
Laonpito.....Mercedes Gilbert
Spartan Women:
Lottie B. Evans, Tica Janine
Theban Women:
Lynn Smith Evans, Eunice Elenora Miller
Corinthian Women:
Margaret Tyree, Valerie Black
Leader of Old Men's Chorus..Leigh Whipper
Old Men's Chorus:
Wardell Saunders, Oborokee Thornton, Thomas H. Dunmore, Louis Sharp, Andrew Ratcliffe, George Dozier, Larry Williams, Ralph Smith
President of the Senate.....Rex Ingram
Boeotia Envoy.....Frederick Perron
Kinesias.....Emmett Rabe Wallace
Athenian Envoy.....John De Mills
Nikias.....Larry Williams
Polydorus.....Rex Ingram, Other Senators:
Peter Holden, P. Jay Sidney, Bootsie Davis, Honson Hilkins, Milton J. Williams, Thomas Wilson
Lykon.....Emory S. Richardson
Officers.....Allen Wilson, Carroll Sotrys.....Archie Savago, Joy Flashe Riley
Scribes:
Bill O'Neil, Frank Green, H. Roderick Combs, Cooper Lewis, George Thomas, Royce Wallace, Marble Hart, Bruno Harris, Ralph Hole, Nettie Harris, Sidney Smith

Sixteen years ago last June the Philadelphia Theater Association had Gilbert Seldes modernize Aristophanes' comedy, *Lysistrata*. It was unveiled at the 44th Street Theater and ran for 252 performances. Violet Kemble Cooper in the title role received considerable encomiums. Likewise saluted were Miriam Hopkins, Hortense Alden, Sidney Greenstreet and Ernest Truex. So much for the record.

At the time, the bawdy nonsense of the piece elicited the public funny bone (1) because it was daring (the dialog would have caused a lifted eyebrow or current burly wheels); (2) it was played with

(see LYSISTRATA on page 52)

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OUT-OF-TOWN OPENINGS

THE INSPECTOR GENERAL

(Opened Tuesday, October 8, 1946)

LA PALMAS, HOLLYWOOD

A comedy in five acts by Gogol. Directed by Michael Chekov. Translation, Serge Berlenkov and Arnold Belgard. Settings and costumes, Nicolai Remisoff. Costumes, Virginia Harris. Production manager, Lloyd Bridges. Stage manager, Sam Gary. Lighting, Milton Starr. Make-up, Bernice Campbell, Sidney Dubin. Press representative, Ted Sally. Assistant director, Reginald by Actors' Lab.

CAST: Morris Carnovsky, Al Eben, Roman Bohnen, Stephen Brown, Frank Cady, Lloyd Bridges, Ken Jones, Peter Brocco, Russell Johnson, Anton Sarkon, Jody Gilbert, Virginia Bridges, Art Smith, Phil Brown, Carl Milletaire, Ruth Reese, Adrian Wood, Virginia Waldman, Steve Bennett, Leonard Auerbach, Joseph Mantell, Mamay Shipley, Virginia Sharpe, Irene Tedrow, Barry Eddy, Carl Milletaire, Janet Brown, Doris Karnes, Richard Davis, Ruth Sanderson, Danna McGrew, Kenn Bader, Muriel Coburn, Richard Avendo, Dan Davis.

Even for so talented and ambitious a group as the Actors' Lab, the modern presentation of Gogol's 110-year-old Russian classic is no small accomplishment. To achieve the right translation and adaptation required, while still retaining the subtleties of Gogol's crafty characters, Michael Chekov wields his directorial brush with wide strokes, sometimes overplaying his hand as he roams from a pattern of straight comedy to that of burlesque. It is this deviation from a definite mood pattern which somewhat lessens the play's effect, since the piece is set neither as a farce nor a comedy, but a puzzling mixture of both. Farcical twists, obviously aimed at milking laughs, could be eliminated in favor of straight comedy.

Heaviest acting chore falls to Phil Brown, who portrays the foppish, petty government clerk, Khlestakov. Mistaken by grafting village officials for an important government official on an inspection trip, Khlestakov uses the opportunity to fleece the politicos and have a royal time, outsmarting the crooked officialdom and leaving town with them holding the bag. Brown's precise portrayal is considerably sound, albeit a bit overshading is distracting. The role is done in high vocal register with slightly delivery, resulting in loss of dialog. It is an exacting role, and Brown should improve as he loosens up.

As the scheming mayor and ringleader of the town's chiseling officials, Morris Carnovsky romps thru the five acts with assurance and skill, often carrying the entire acting burden on his shoulders, yet never losing his grasp. Carnovsky's interpretation of the role is a sweeping, unfettered caricature, amusing, delightful and sometimes pathetic.

Outstanding in a uniformly good cast are Roman Bohnen, Al Eben, Stephen Brown, Frank Cady and Lloyd Bridges as fellow politician-conspirators. Standout support is given by Ken Jones and Peter Brocco as two simple-minded citizens. Art Smith as a manservant is polished and amusing. Jody Gilbert and Dorothy Bridges carry feminine leads ably.

Nicolai Remisoff's settings contribute greatly to the stylized pattern of the play. A special nod is due Feodor Chaliapin and Sidney Dubin for highly effective make-up.

This isn't the best offering by the Actors' Lab, but it comes near enough to the top to merit attention and generous praise.

Berle Turns Megger

For "Gorilla" Revival

NEW YORK, Oct. 18.—Jules Pfeiffer is feadying a revival of Ralph Spence's *Gorilla* for the road. Show will co-star Hugh Herbert and Benny Baker, with Milton Berle directing. Tentative opening date for production is November 30.

Pfeiffer already has *Maid in the Ozarks* on tour.

THE FATAL WEAKNESS

(Opened Thursday, October 17, 1946)

SHUBERT THEATER, NEW HAVEN, CONN.

A new comedy by George Kelly. Directed by the author. Setting and lighting, Donald Oenslager. Costumes, Blaine Strock. Production manager, Lee Ochs. Stage manager and Theresa Helburn. Company manager, John Turck. Press representative, Joseph Fields. Stage manager, Freeman Hammond. Presented by Theater Guild, Inc.

CAST: Ina Claire, Mary Gildee, Margaret Douglass, Madge Evans, Howard St. John, John Lamar.

In selecting George Kelly's *Fatal Weakness* to return her to the stage after a five-year gap, Ina Claire has made a good choice. With a few minor changes, this novel and highly edifying preachment on divorce is destined to have a healthy and respayable life on Broadway. It's gaited for fem trade and appealing to men in reverse.

It's typical Ina Claire comedy and played to the hilt by the star, who completely dominates the show. She chose no easy role in Olive Espenshade, whose fatal weakness is an overpowering desire to attend weddings, whether or not she knows the principals concerned. The part keeps her on stage thruout the five scenes of the three acts.

Her interpretation of the scatterbrained, high-strung matron is top-flight and is completely believable in every shading given the difficult role. Faulty memory and several bad flubs marred the opening performance, but these slips can be laid to opening-night jitters and fact that Miss Claire had been ailing all during opening week.

Supporting cast does notably with exception of Madge Evans, who is woefully weak. She gives a stilted, mechanical interpretation of the married daughter with domestic troubles of her own, failing to evidence any conscious of the fact that she was acting out a part every moment she was on the stage. The peculiar tonal quality of the Evans voice didn't help any in winning favor.

After Ina Claire, honors go to Margaret Douglass, who gave her comedy role as the guide and confidante of the star a delightful bit of beautifully rounded performance. Capable foil for Miss Claire's deft handling of subtle comedy, she was able to build every scene to proper climax. Howard St. John, the erring husband, is physically and vocally suited to the role, but allowed himself to become overwhelmed by his lines during his two big scenes with the star. Mary Gildee, as the maid Anna, and John Larson, as Vernon Hassett, Mrs. Espenshade's son-in-law, were okay in the minor roles.

Donald Oenslager's setting of the Espenshade apartment is beautifully done and badly appreciated at opening's rise. Staging by Theater Guild is in the TG groove.

LADY WINDERMERE

(Continued from page 51)

mantelpieces, Homer Curran's revival of Wilde's comedy of Victorian manners and fashions is as near tops as anything. Mrs. Erlynne, *Lady Windermere's Fan*, at the ripe age of 54, may seem leisurely and frilly compared to current sophisticated humor, but regarded thru the wrong end of the telescope, it packs a perceptible wallop. Especially since the customers mobbing the Cort for many weeks to come.

Curran has done much more than blow the dust off *Fan*. He has framed it in plush and gilt settings and costumes by Cecil Beaton that are revelltes as well as revelry in the groove of the Mayfair of the '90s. He has stuck to the original somewhat lengthy text and retained the soliloquies and asides and ordered up a top-flight cast. It's a production which would please esthetic Wilde, if he were around to see and hear it.

The doings of the Windermere household are frankly silly, and nobody cares much what the lady did with her fan, but the Wilde wit and quality in making good sound like bad, and vice versa, still come across as sharply as ever. Much of this is due to the direction and expert playing. Jack Minster has an excellent job of pacing the action to fit the Victorian tempo, and the cast from top to bottom get everything out of the satiric crackle of the lines.

Fan cast is so uniformly good that it is almost unfair to salute individuals. Top honors go to Estelle Winwood's Duchess of Berwick. She has the comedienne character nailed to her long list. Cornelia Otis Skinner gets off to a slow start as the ingenue, Mrs. Erlynne, but more than comes into her own in the final stanzas. Penelope Ward brings all the charm to the jealous-tinged Lady Windermere and Henry Daniell makes a property stuffy husband. To Cecil Beaton goes the character part of Rex Evans, however, fall most of the epigrammatic plums, and each makes the best use of them for sharp performances.

In sum, while *Fan* may be faintly archaic and far from the best of Wilde, the sheer opulence of the production and excellence of playing it is a top-bracket addition to the season's events and definitely headed for the success column.

LYSISTRATA

(Continued from page 51)

superlative raffishness by a top cast of actors, and (3) it was of the end of a prohibition era which baited sex as a lure for legit entertainment. Sex is still with us, but as a total means to an amusement end in the theater it has lost its sting.

Perhaps that is what ails this revival of *Lysistrata* at the hands of James Light and Max Jellin. There is no reason in the world why the Selden version of the Athenians' bid for the liberation of the Athenian and Spartan women taking the Peloponnesian war into their own hands should not be brought to life again by an all-Negro cast. However, the suspicion remains that Messrs. Light and Jellin revived it for blackface more or less as a stunt. The major question is: should they have revived it at all? The answer, on an honest count of results, is no.

Lysistrata in its latest edition sums up to sex, sex, sex to the nth degree. And where 16 years ago, broad and bawdy as it was, it received the full and devious treatment at the hands of Norman Bel Geddes and a corps of top players, this time the staging and the playing accents all the dirt and omits most of the charm. In the current version most of the clothes are gone and it leaves the customers with the impression of reading dirty words chalked on a fence.

It is unfair to tab all the proceedings as dull and vulgar. Etta Moten makes an acceptable enough Athenian Lysistrata, and both Fredi Washington and Mildred Smith deserve considerable palming for acting chores as ladies who can't live up to their names. Rex Ingram and Juano Hernandez, his half-dozen war-mongering senators are as amusing as ever. Biggest genuine laughs, however, stem from Sidney Poitier as the sex-hungry but witless Polydorus and from the expert timing of the audience whose name is unfortunately omitted from the program.

Ralph Aliwang has designed a pretty colorful sort of background for the two-act session on the Acropolis, and Rose Bodanott's body costumes are good enough. But Lysistrata you can take or leave. Most people will leave it.

ROUTES

Dramatic and Musical

American Repertory Co. (Colonial) Boston.
Anna Lucasta (Town Hall) Toledo, O.
Blithe Spirit (Erlanger) with Walter Huston (Hanna) Cleveland.
Ballet Theatre (Monte Carlo (Music Hall) Kansas City, Mo., 23-27.
Ballet Theatre (Bushnell Aud.) Hartford, Conn., 22.
Bankhead (Court Square) Springfield, Mass., 23; (Lyric) Bridgeport, Conn., 25-26; (Ford) Philadelphia 28-Dec. 7.
Bloomer Girl (Emery Auditorium) Cincinnati.
Bloomer Girl (Shubert) Philadelphia.
Born Yesterday (Wilbur) Boston.
Burton, Richard (Parish) Austin, Tex., 23; (Lamar Aud.) Washington 28-29.
Call Me Mister (Forrest) Philadelphia.
Carousel (Schwyn) Chicago.
Dear Ruth (Lyric) Richmond, Va., 21-25; (Academy of Music) Honokee 28.
Dead Weather, with Ina Claire (Walnut St.) Philadelphia.
Dream Girl (Shubert) Chicago.
Hamlet, with Maurice Evans (Cass) Detroit.
Happy Birthday, with Helen Hayes (Shubert) Boston.
Harvey (Harris) Chicago.
Hasty Heart (Biltmore) Los Angeles.
Heiress, The (Playhouse) Wilmington, Del., 24-26.
I Remember Mama (Studebaker) Chicago.
If the Shoe Fits (Shubert-Lafayette) Detroit.
Jean Sablon (Empire) Toronto.
Life With Father (Pruner) Boise, Idaho, 22; (Orpheum) Wash., 23; Tacoma (Temple) Wash., 24.
Lute Song (Opera) Minneapolis 21-23; (Auditorium) St. Paul 24-26.
Magnificent Yankee (Shubert) Pittsburgh.
Mary Had a Little (Erlanger) Buffalo.
Merchant (Erlanger) Philadelphia.
Park Avenue (Erlanger) Philadelphia.
Pygmalion, with Gwynneth Thurburn Boston.
Pygmalion (National) Washington.
Song of Norway (Shubert) Cleveland.
State of the Union (Blackstone) Chicago.
Strip Tease (Shubert-Lafayette) Detroit.
Student Prince (Ford) Baltimore.
Sun Valley Serenade (Forrest) Philadelphia.
Tobacco Road (Davidson) Milwaukee.
Up in Central Park (Metropolitan) Seattle, 21-26; (Mayfair) Portland, Ore., 28.
Voice of the Turtle (Locust St.) Philadelphia.
Voice of the Turtle (Locust St.) Philadelphia.

THE DUCHESS OF MALFI

(Continued from page 51)

some weeks, no matter what anyone says about it.

But a Berger emoting statuesquely (kudos to most of the show indistinctly) in 16th century brocades is a far cry from the Bergner of the contemporary theater which have endeared her to American audiences, and it doesn't seem that her excursion into Elizabethan tragedy is going to do her any good.

Malfi plot, of course, is strictly on blood and thunder lines. It concerns the skullduggery of a pair of brothers, one a churchman, to keep their sister single. The lady secretly marries and has three children by her children by him. The brothers, aided by a venal master-of-horse, murder the whole family, and their trio winds up a sanguine evening by knifing each other. Obviously, such a tale has opportunity for verse and diction to put it across. *Malfi* gets little justice on either score. Director Ryszard Ordynski permits his actors to mutter and mumble in broad strokes to a point where one has to strain to follow the plot of the proceedings, and the ear strain just isn't worth the effort.

Donald Eccles, as the more vicious of the two brothers, is one of the worst offenders in the muttering department, but John Carradine is refreshingly clear in his cardinal's robes. Whitfield Connor, as the bedeviled husband, knows his way around with Webster's lines, but the staging shoves him around like a juvenile in a musical. Patricia Calhoun does a bang-up job with the most out of a dull part as the duchess's loyal waiting-woman.

It is Berger, however, that *Malfi* will be remembered mostly because it boasts a Negro playing a white man. It is an interesting experiment, but Canada Lee, with the aid of some new make-up, called "covermark," is bearded and bewigged to perfection as a captain of renaissance mercenaries. It's a long and trying part for Lee, who does it with great credit. The experience should do him a lot of good for future bouts with blank verse, but *Malfi*, as a whole, should have called it a day in London.

Burlesque

By UNO

Carol Lord, former burly feature, is newly associated with Bob Irwin and Bob Starr in talent bookings. . . . Marion Lee rejoined the Lynchettes at the Hudson, Union City, N. J. . . . Lester Montgomery is producing at McVan's nitery, Buffalo. . . . Charles H. Allen booked Ryan and Benson for the Gayety, Montreal. Also formed a new combo out of Mac Dennison and Bob Rogers. . . . Jacques Barrie and Colline celebrated their fourth wedding anniversary in Buffalo last week. Attending were Vivian Hall, Aida Ramerez, Palmer C. Cote, Nona Martin and Honey Saffo. . . . Tennessee, of the Crosby (La Rosa) Sisters, convalescing after a tonsilectomy. . . . Paul Macaroff, producer, renewed his contract at the Casino, Toronto. . . . Artie Lloyd and Faye Neal left Ohio for a stock house in Columbus, O. Replaced by Freddie Frampton. . . . Babe Fenton is at the Gayety, Baltimore, where Marie Costello is doubling as showgirl between the theater and Gayety night club. . . . Jean Williams, new strip on Hirst circuit, is a recent promotion from chorus by Scotty Bumbert at National, Detroit. . . . Helen McArdle celebrating her third year at Metropole Bar, New York.

Primrose Semon, feature femme after six weeks at Gayety, Boston, Lester, N. Y., moved to Andy's Inn, Syracuse, where she is in her fourth week. . . . Eddie Golden, straight man on the Hirst wheel, comes to burly after three years of entertainment work in the army. . . . Hirst-Rockford opened at Star and Garter, Chicago, as house singer. . . . Alternates every 10 weeks at the Casino, Toronto, with Patricia Jordan, six-foot-six dancer on the Hirst wheel, to embark for Tokyo to take part in stage and film her husband and former teammate, Maurice Wayne. He was recalled for service in Japan. . . . Jack Matthews (4) and Bobby St. George (3) are chaperoning their dads, Jimmie Matthews, comic, and Billy St. George, dancer, as well as their mothers, Sue Gay and Ann St. George, over the Hirst route. . . . Frances Purks, producer at the Avenue, Detroit, is vacationing in Chicago. . . . Charbi Ames, sister of Mitch Todd, is working niteries in Chicago.

Bert Carr and Al Anger have replaced Harry J. Conley and Freddie Frampton on the Jessica Rodgers show.

Closed Shop Due Again for Burly

NEW YORK, Oct. 19.—Over 200 traveling principals and 300 stock chorines employed by the two major burly circuits, Hirst in the East and Schuster in the Midwest, as well as Kane in the territory, will probably be enrolled shortly in the Burlesque Artists' Association, (AFL), Total of 26 wheel houses are involved.

Meeting with execs of the Schuster Circuit October 10 in Detroit, Tom Phillips, BAA prexy, opened negotiations for a closed shop for Schuster burly workers. Settlement is expected within 30 days. Similar negotiations are being hatched with representatives of the Hirst wheel. Four Ohio, or Buffalo Road spokes, will be handled later.

Burly stock houses, located in a large area in the extreme West as well as others in various Southern districts, are already enrolled, Phillips declared. Principals and chorines are eager to join up with what is represented by collective bargaining and for unionized protection. BAA has been quiescent for some time.

Include Us Out On Actor Battle 'Stigma'—D.C. Ops

Washington.

To the Editor:

Your October 12 issue contains an article entitled "The Battle Stigma for Acts," wherein it is stated that "Round robin was started by Paul and Dave Young, who brought Buddy Lester and Sleve Condos for an October 8 opening." True, these acts were booked, yet the wording of this statement will undoubtedly give many readers an erroneous impression.

It should be remembered that the undersigned originally opened the Romany Room in 1939, years before many pseudo-operations, and the room was closed in 1944 only because the operators entered the armed forces; that Buddy Lester and many other acts of the same caliber have appeared in the Romany Room several times during the years of operation; that the show policy does not differ one iota from the policy then established. And so the placing of the stigma of "causing a round robin battle" for acts on Paul and Dave Young is unjust.

Insofar as a "battle for acts" is concerned, please be advised that this operation has never been and will not be a party to any such practice. Any contributing to the "stigma" of acts will not occur on our part. This stand can be readily verified by the questioning of many of the many agents with whom we have dealt.

PAUL YOUNG,
DAVID YOUNG.

Basil-Universal 100G Ballet Bout Is Aired and Tabled

NEW YORK, Oct. 19. — Federal Judge John Bright, after a six-day trial, reserved decision this week in the suit of Universal Art, Inc., against Col. Wassily de Basil and the original Ballet Russe, action for $100,000 damages for alleged breach of contract was instituted in 1941.

Universal Arts alleges that Colonel Basil breached a 1938 agreement whereunder both were to pool their interests, and further charged the impresario with misappropriation of plaintiff's property. Perkins, Malone & Washburn represented Universal, and Leo V. Eastman and A. Walter Socolow appeared for the defendants.

Magic

By Bill Sachs

A SERIES of clinics for magicians will be held November 4, 8, 15 and 21 at Buffalo, New York City, Boston and Philly respectively under auspices of Stars of Magic, Inc., in which Dai Vernon, one of the top-notchers of the craft, will explain card, coin and ball tricks. Series is being daubed at a fancy $5 per, with proceeds going to Vernon. Object of lectures is to help magi brush up on their technique. Sponsor intends to have clinics with other top magicians in the future. Men behind the org are Phillip Sands, city marshal of New York, and George Carter, photographer. Buffalo date will be at the University Club; New York, at Hotel McAlpin; Boston, at Huntington Chambers Hall, and the Philly night at Bellevue Stratford. . . . Jack Herbert is back in his home town of St. Louis, playing the Jefferson Hotel. . . . LeRoy, one of the foremost magical pitchmen, is with Slim Kelly's *Cavalcade of Oddities* on Al Wagner's Cavalcade of Amusements. Magician is on benefit by watching LeRoy operate. His watch trick is a honey. . . . Prof. Ralph M. Pabst writes from Tampa under date of October 12: "Winter season is on. Caught Bernard doing his magic and mental act at the local auditorium. Drew a better mitt on his mental routine than on his magic. Saw Duke in Miami, another sleight-of-hand and presentation. Florida seems to be better than many would estimate it at this time of the year. What has become of Prof. Fred C. Teschner? . . . Ali Ben Ali, hypnotist, is playing RKO theaters in the New York area, with Nina Hanson, former artist's model, as assistant. Dates are set by Ted Garden, of the Lawrence Golden Agency. . . . Ali Ben Ali Rahoid has returned to his home in Miami Beach, Fla., and intends to spend the winter there playing clubs and private parties. . . . In answer to numerous queries regarding her plans for the future, Fran Frazee is telling friends that she has no intentions of taking out any part of her late husband's show. She plans to retire to enjoy a much-needed rest and then joining up with a good magic show at a later date.

CHICAGO Magicians' Round Table, which meets daily at 1 p.m. at Drake Hotel cop eatery, is sponsoring a testimonial dinner for Dr. Harlan Tarbell in appreciation of his contribution to magic. Dinner will be held November 18 at Hotel Continental, Chicago, in conjunction with Tarbell's appearance at Chi's Orchestra Hall November 23, which show both Mayor Kelley and Governor Green are expected to attend. . . . Having finished the first lap of their fall tour thru Northwestern Oregon and Southwestern Washington, Virgil and company have traveled California, traveling on two trucks and trailers and sporting an assortment of new wardrobe, scenery and illusions. Virgil this season features *The Modern Cabinet, Thru the Eye of a Needle* (built by Dante), *Artist's Dream*, levitation, guillotine, a cremation effect, *Shooting Thru a Woman, Doll House; In Again, Out Again*; substitution trunk, sawing a woman in half, *Phantazmo*, flash appearance, vanishing radio and vanishing leopard woman. Virgil is assisted by Julie and Robert Fenton. Bob James looks after the stage and baggage. . . . H. W. Hollingsworth (Karnak) waxes interesting from his headquarters in Mango, Fla., where he operates a citrus nursery of some 12,000 trees as a side interest. "Was kept busy by Uncle Sam for 46 months during the war, both in the merchant marine and with the maritime commission," writes Karnak, "and returned to magic last year, playing 197 schools in the Tampa Bay area and Sarasota State to play (ask Birch). I have opened several counties that were closed to school shows, but the carnivals will be down this winter and close them up again. The days are numbered for school shows. Assembly bureaus have ruined the North and Midwestern States for percentage work. They have lots of work—three days and travel 200 miles for $150 a week. The movie moguls are moving in on the schools. Several schools I played last year are using their percentages to buy movie projectors. Have been thinking seriously of going on a foreign tour. Cuba, Jamaica and Puerto Rico are good territory, especially the first named."

Profesh Children's School Starts Fund Raising Drive

NEW YORK, Oct. 19.—A cocktail party Monday (21) at Cafe Society Uptown will tee off a drive to add $200,000 to the development fund of the Professional Children's School. Additional coin is needed for scholarship help for deserving students, retirement fund for teachers, general administrative expenses, and improved facilities and repairs to physical plant.

School, now in its 32d year, has existed solely on its low tuitions and occasional voluntary contributions. Lately would-be entrants had to be tabled on a waiting list this year since PCS had accommodations for only 250.

Sub-committee heads who will function during the drive terminating November 30 include Russel Crouse, Nils Mack, Harry Conover, Ann Thomas, Mr. and Mrs. Benny Goodman and George Frazier. A fundraising party will have Milton Berle as emsee, and Georgie Price, Kenny Delmar, Beatrice Kay, Mary Small and Jackie Kelk. Students Richard and Robert Williams and Mitzi Kuehn also will help out.

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THE FINAL CURTAIN

BANTOCK—Sir Granville, 78, English composer, conductor and teacher, in London, October 16. He was professor emeritus of music at Birmingham (Eng.) University and vice-chairman of the Corporation of Trinity College of Music, London. After studying music at the Royal Academy of Music, he founded and edited a musical quarterly which he abandoned after three years to go on a world tour as conductor with one of George Edward's *Gaiety Revues*. From 1896 to 1900, he was musical director of the Tower at New Brighton, English shore resort. His many compositions included operas, symphonies, choral works and folk orchestrations. He made several visits to the United States and Canada.

CARUSO—Madame Ada Giachetti, wife of the late Enrico Caruso and a former opera singer, in Rio de Janeiro October 16.

COHEN—Madison S., 75, Kentucky commissioner of agriculture and president of the Kentucky State Fair, Louisville, from 1916 to 1920, in Los Angeles October 4. He published *The American Horseman*, a Lexington, Ky., until 1941, when he sold it to take up residence in California.

CROUCH—Nora, 65, mother of Orville Crouch, manager of Loew's State and Orpheum theaters, St. Louis, October 6 in Indianapolis. Services and burial in that city.

DAVIS—Clarence D., concessionaire with many of the past and present day carnivals, in Our Lady of the Lake Sanitarium, Baton Rouge, La., October 15. The past season he was with the Harry Burke Shows. Survived by his widow, Esther; two sons, William and Ken, one brother and three sisters. Burial in Roselawn Cemetery, Baton Rouge, October 16.

DAVIS—Zeno, 68, train helper with Cole Bros.' Circus, killed October 9 by an automile while walking a crossing at Upland, Calif. He was from Indiana.

DOYLE—Joseph (Dinty) E., 52, former newspaperman and radio columnist, in Boston October 13. He was appointed news editor of Station WABC, New York, a few weeks ago after serving for more than four years as director of the station's publicity department. His *Dating With Dinty* column first appeared in the *Oakland* (Calif.) *Post-Enquirer*, but later was syndicated in the Hearst papers. Doyle dropped his radio column to act as publicity director of Billy Rose's *Aquacade* at the San Francisco World's Fair.

DUBINSKY—David, 68, violinist in the Philadelphia Orchestra, October 13 in St. Luke's Hospital, Philadelphia, of a heart attack. He joined the symphony when it was first organized in 1900 by Fritz Scheh, also serving as its personnel manager. He also played with the Pittsburgh Symphony. Survived by his widow, Gertrude; a brother and three sisters. Services and burial in Philadelphia October 16.

DUDIAK—Joseph (Polack), 36, carnival concessionaire, in Pawtucket, R. I., October 12 from injuries received in a fall. Services in New York Wednesday (16), with interment in the National Showmen's Association's plot in Fernclifte (N. Y.) cemetery.

GIST—George S., ride foreman and brother of Arthur J. Gist, former side-show operator, at Colbert County Hospital, Sheffield, Ala., October 15. He had been in ill health for several years. Burial in Oakwood Cemetery, Sheffield.

HART—Harvey H., 61, former theater and tab show operator, October 4, at his home in Pasadena, Calif. Hart began his theatrical career in Bucyrus, O., in 1907, with his father and two brothers. In 1908 they had theaters in Toledo, Marion and Columbus, O., and presented tab shows, during which time Ted Lewis gained recognition with the Hart players. In 1916 the family moved to Long Beach, Calif., where they operated a dramatic stock company. In 1926 deceased dissolved partnership with his brothers, and until 1930 presented the Hart Players in Pasadena. The past several years he managed theaters in Southern California, most recently having been associated with the Edwards chain. Survived by his widow, Audrey; son, Wayne, and two brothers, Earl and Lloyd. Burial in Forrest Lawn Cemetery, Glendale, Calif.

HARWOOD—John R., assistant manager of Cresent Park Amuscment Company, East Providence, R. I., since 1939, October 4 in that city. Survived by his widow and daughter. Burial in New Bedford, Mass.

HASSELBRINK—Carlos E., 88, violinist and former concertmeister with the New York Metropolitan Opera Company, October 4 in Vincent's Hospital, Bridgeport, Conn. He also played with the New York Philharmonic Orchestra at one time. Survived by his widow, two sons and a daughter. Burial in Lawncroft Cemetery, Bridgeport, October 7.

HENSHAW—Charles, 76, former tent show and circus musician, in Minonk, Ill., recently of a heart attack. He toured with a show in Canada for several years and was with other shows in Boston and in the East for 10 years. For two seasons he played on a showboat on the Ohio and Mississippi rivers. Later he was with the Callahan Shows for 18 seasons as acting director and also in the band. Services and burial in Minonk.

HILL—C. N. (Pop), father of Howard P. and Clyde O. Hill, owners of Hill's Greater Shows, in Dallas, October 10. Besides his two sons, he leaves his widow and a daughter.

HOLLOWAY—Harry A., 66, assistant secretary and paymaster of the advertising agency of Batten, Barton, Durstine & Osborn, in New York October 14. Oldest employee of the firm, he was rounding out his 51st year with the agency.

LAZZARI—Carolina A., 57, former contralto of Metropolitan Opera Company and vocal teacher, in Stony Creek, Conn., October 17.

LINK—Harry, 58, former night club owner, October 15 at his home in Philadelphia. Until recently he owned the Copacabana in Philadelphia. Survived by his widow, Eva; three sons, Henry Roberts, a Hollywood musician featured in the movies with his own Roberts Trio; Robert Roberts, sax player featured with many name bands, including Jan Savitt, and George A. Linn, who was associated with him in the night club business. Services and burial in Philadelphia October 16.

MACY—Carleton, 85, character actor and vaude performer, in Bay Shore, L. I., October 17. Played more than 500 roles, debuting in Augustus Thomas's *The Burglars* in 1891. Appeared with Willie Howard in *Girl Crazy*, in Belasco productions and in many Broadway hits. He worked with stock companies in Philadelphia and Kansas City, Mo., and for nine years toured the vaude circuits with his wife, the late Maude Edna Hall, as Lydell and Macy. He was a member of Actors' Equity Association and the Lambs.

MIDDLETON—George William, marionette worker, suddenly October 13 at his home in Detroit. He appeared in vaude for more than 50 years with his act. Survived by his widow, Jennie.

NELSON—Louis, until recently treasurer of the Endicott Circuit of movie theater operators in Brooklyn and Rockaway, L. I., in Brooklyn October 15. He was former treasurer of the Indcnpendent Theater Owners' Association of New York.

NOBLE—Mrs. Imogene Glover, 61, Pawtucket, Conn., October 10 in Westerly, R. I. From 1913 to 1918 she played with the old Albee Stock Company in Providence and also appeared with the Halleck Players in Woonsocket, R. I., and in New Bedford, Mass. Survived by her husband, Enoch.

PETTY—Herman K., 77, circus fan and former booker at the old Opera House, Washington, N. J., October 8 at his home in that city after several months' illness. Survived by his widow, Carrie; a son, Charles, and a brother, Edward. Services and burial in Washington October 11.

RAYMOND—Mrs. Charles H., 62, former actress, in New York, October 16. She was a granddaughter of the late Joseph Jefferson, and daughter of Thomas Jefferson, also a well-known actor. She toured as a child with her grandfather, playing the role of Gretchen in Rip Van Winkle.

SCHUTTENHELM—William E., former part-owner of the Delray Theater, Detroit, and manager of other Detroit houses, October 12 in Los Angeles of a heart attack. Survived by two daughters, Lucille and Mrs. Lawrence MacLeod. Burial in Holy Sepulchre Cemetery, Detroit.

SIGSBEE—Capt. W. A., 89, former animal trainer, at his daughter's home in Orlando, Fla., October 9. Among his acts was Princess Trixie, the educated horse. He also had an animal act at the St. Louis World's Fair and trained horses for the Al Ringling and the Dode Fisk shows. He had Captain, educated horse, at the Golden Gate International Exposition, San Francisco, after which he worked the trained animal show with Endy Bros.' Shows for two years. He was with Johnny J. Jones Exposition for several years before retiring. Survived by his widow, a son and daughter.

In Loving Memory of Our Daughter who passed away October 29, 1923

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CROWDS SWAMP SHREVEPORT

Beatty Winds Up in Texas; To Winter at Nacogdoches

Last-minute switch in quarters site from Orange, Tex., has bosses guessing—efforts to get locations at Alexandria, La., and Beaumont fail

NACOGDOCHES, Tex., Oct. 19.—The Clyde Beatty Circus is due to arrive here at midnight tonight, to go into winter quarters at the Nacogdoches County Fairgrounds. The show has been on route since it ended its season at Brunswick, Ga., Wednesday (16) night. (Details of closing in Circus Section.) At that time, it was announced the show would winter at Orange, Tex. A last-minute switch was made, however, which has had even some of the show's bosses guessing.

Bob Reynolds, prop, went to Orange today, waiting for the show train to arrive, when he received a wire from Dan Dix, 24-hour man, saying it was headed for Nacogdoches instead. Reynolds had driven thru, as had Floyd Lee, show electrician. Lee reached Orange Friday night, reporting he had passed the show train at Algiers, La. Wires and mail for show personnel also were waiting at Orange.

Meanwhile, Dan Dix and Larry Vogt had arrived in Nacogdoches to prepare for the show's arrival. They had come by way of New Orleans, where they arranged a feed-and-water stop for Friday afternoon.

Deal for the fairgrounds here was not completed until Tuesday (17). Waldo T. Tupper, general agent, who handled the negotiations, then left for Los Angeles.

The show turned to Texas for quarters after efforts to obtain the army air base at Alexandria, La., had failed. The government refused to turn that property back to the city, citing the veterans' housing shortage in the reason.

Al Humke spent some time in behalf of the Beatty show at Beaumont, Tex., seeking a winter quarters site, but apparently without success. Huntsville, Tex., also was considered.

Clyde Beatty and considerable of the show's stock and personnel will play the Houston Shrine Circus.

Sparks Closing Nov. 4, Will Go On Rails in '47

LEESVILLE, La., Oct. 19.—Marshall L. Green, general agent, announced today the Sparks Circus would end its 1946 season November 4 at Tyler, Tex. Show goes from here to Orange, Tex., for a dozen stands in the Lone Star State. It then will return to winter quarters at Sarasota, Fla., and, under plans energetically pursued all summer by Manager James Edgar, will go on rails next season.

Show's executive staff is being retained intact for next year with the exception that Bill Tumber is to be Side Show manager and P. A. McGrath is to be added as trainmaster. It was reported as early as last July, when Sparks played Trenton, N. J., that McGrath would leave the Sun Oil Company to rebuild for rails. At that time, he was busy taking measurements of the show's present rolling stock. He formerly was with Cole Bros.

Oak Ridge Pans Okay for Sunbrock

KNOXVILLE, Oct. 19.—Larry Sunbrock's Wild West Rodeo and Hollywood Thrill Circus played the ball park, inside the government restricted area, at Oak Ridge, near here, Sunday and Monday (13-14), with the show pulling some 14,000 people, despite cold weather, according to Jack Andrews, Sunbrock associate. The engagement was sponsored by the Oak Ridge Recreation and Welfare Association.

Sunbrock left Thursday (17) from New York for Columbia, South America, where the Sunbrock unit is slated to play six engagements.

Toledo Showgrounds Sold

TOLEDO, Oct. 19.—The 60-acre tract on Manhattan Boulevard here, which has been the circus and carnival grounds for years, has been sold. By the time a new auditorium is built around, first units of a new $1,000,000 factory probably will have been built. The tract, owned by the Streicher estate, was sold to the Toledo Plate & Window Glass Company.

Bronx Zoo Gets Three Elephants

NEW YORK, Oct. 19.—Bronx Zoo received three African elephants, gift of the Belgian Congo Government, Monday (7). Animals are Bamangwa, 10 years old; Doruma, 8, and Zanegelima, 14, male. Pachyderms were cared for during the 40-day sea voyage by Robert Montana, zoo elephant keeper.

CPA Nixes Building Of Pools, Coasters

WASHINGTON, Oct. 19.—Outdoor amusement construction was further curtailed Monday (7) by the Civilian Production Administration. Included were swimming pools, boardwalks and roller coasters.

Move is considered a necessary additional effort to conserve material for veterans' housing. However, construction already started and under way will be allowed to continue, CPA said.

Rogers' Chi Rodeo 295G in 15 Shots

CHICAGO, Oct. 21.—Roy Rogers' World Championship Rodeo at Chicago Stadium has grossed $295,000 for the first 15 of its skedded 24 performances. The figures included last night's show.

Rodeo opened here October 10, and until is slated to do 18 night performances and six matinees. A gross of nearly $450,000 is anticipated for the entire run.

Tommy Thomas New R-B Agent

SHREVEPORT, La., Oct. 19.—J. C. (Tommy) Thomas will be the railroad contracting agent for the Ringling Bros. and Barnum & Bailey Circus, according to indisputable information.

Thomas has been general agent for the Royal American Shows for the past five years, and previous time in the carnival business was with Johnny J. Jones Exposition and the late Rubin Gruberg's Model Shows of America.

Thomas also had circus experience before moving into the carnival field, having been connected with the Ringling organization.

Arthur Hopper, R-B general agent, has been ailing most of this season and it is understood that he will remain indefinitely on the pay roll in an executive advisory capacity.

F. A. (Babe) Boudinot, present assistant general agent, is slated to become general outdoor advertising executive. Official announcements of these appointments are said to be readied shortly after January 1.

Spectator, Alleging Injuries In '45, Sues Richwine for 45G

CARLISLE, Pa., Oct. 19.—A suit seeking $15,000 damages for injuries received as an auto race spectator at Williams Grove Speedway, Mechanicsburg, October 7, 1945, has been filed in Cumberland County Court here by Harry Hockenberry, Shippensburg, Pa.

Roy E. Richwine, operator of the speedway, was named as defendant. One person was killed and 11 injured in the mishap when a racer driven by Mark Light, Lehanon, Pa., hurtled a guard fence and plugged into a group of spectators.

He further charges that Richwine was negligent in permitting operation of racing cars at high speed on a track which was insufficiently banked for safety; permitting operation at high speed on a wet and muddy track; permitting spectators to occupy or traverse a section of ground near the track known to the defendant as a dangerous one; not warning the plaintiff that it was a zone of danger; not maintaining safety or guarding devices between dark and spectators, and maintaining an improperly constructed, operated and protected speedway.

Records Fall As Sun Smiles On La. Annual

Two-day preview sends R. A. away on top pace—all exhibit space crammed

SHREVEPORT, La., Oct. 21.—Old Jupiter Pluvius tossed a flock of rain at the Louisiana State Fairgrounds for a few minutes Saturday evening (19), but it failed to dampen the ardor of fun seekers, and the annual is off to the most auspicious start in its lengthy history. Royal American Shows, coming here from a record shattering run at the Mississippi State Fair, staged its annual preview Thursday and continued it thru Friday.

Two impromptu showings netted shows and rides a snappy eight grand and then the annual opened Saturday. The folks came from far and near, and when it was cut off about 10 at an early hour Sunday morning Walter DeVoyne had counted in excess of $21,000 for the biggest day in the history of William R. Hirsch's exposition. Saturday was tremendous, but it was just a sample of what was to take place Sunday, and so many folks came and spent so freely that there wasn't a spare nook or cranny in the grounds. Even the chameleon walkers were made happy.

There would have been more space for folks but the management had been forewarned of the tremendous outpouring of Louisianians and East Texans because exhibits and concessions were placed in spots which heretofore had been left vacant. All four of the huge buildings were crammed with exhibits, three of them being utilized for commercials with an overflow going begging.

Barnes-Carruthers *State Fair Review of 1946* featured the night grandstand presentation and it caught on with a bang Saturday night. John A. Sloan more than made the nut with his auto races Saturday afternoon, and Sunday he had them hanging on the rafters.

Afternoon programs in front of the grandstand were not too heavily booked until next Friday and Saturday, when Jimmie Lynch's Death Dodgers will hold sway. Motorcycle races will be offered the closing Sunday afternoon. There is no outside gate charged here, and one's guess is as good as another on the number of people the grounds will accommodate, as Hirsch put it. One thing for sure the grounds were jammed to capacity this opening Saturday and Sunday, and only weather is needed to make it the greatest thing in Louisiana's history.

Norfolk Tax Falling Short

NORFOLK, Oct. 19.—This city's 10 per cent admission tax will yield less than the estimated $550,000 its first year, a monthly average thru August indicates. That month's receipts amounted to $38,965.33 on a total of 1,193,056 admissions.

Dallas's Second Independent Midway Rolls in Dough, With Most Attractions Adequate

Girl Show Ballys, Fronts Fail To Meet Standards

By a Staff Correspondent

DALLAS, Oct. 19.—State Fair of Texas, which completes its 16-day revival run here Sunday (20), is completing its second experiment with an independent midway, and judging from the bales of folding money that have rolled into the coffers since opening Saturday (5), it must be accorded the garland of success.

Almost every type of known ridling device was offered for the fun and frolic of young and old. Majority of rides have been on the grounds all season as a park operation, but enough portables were added to give the layout the greatest number assembled at any annual in the nation.

Because of the complexity of the operation—there being a horde of independents as well as the permanents of Denny Pugh, Joe Murphy and Harry A. Illions. It was impossible to get an early breakdown on the take; but Illions's Bozo and Rapids garnered better than $5,000 opening day, and others went right along with him.

Stock Flipped Around

In addition to the regular permanent concessions and several temporary canter location stands in the customary park layout, there was a hefty string of stores along both sides and down the middle of what might be termed an independent sector.

Head cause artists dubbed the regular sector Pugh's Boulevard and the independent division Murphy's Alley. Regardless of the titles, both ends worked from mid-morning daily until midnight every day that weather was favorable, and only Tuesday, Wednesday and Thursday of this week were hampered by inclement elements.

This meant the unloading of carloads of stock—15,000 pounds of coffee were dumped from one wheel alone in the first 12 days. Plaster was lugged in profusion, as well as other trinkets, usually too large in design to be pocketed.

Bryden Corners Scratch

In the show department the nod must be given to Ray Marsh Bryden's operation, which included a Side Show, reptile and midget shows and an iron lung.

Bryden's equipment was first class in every way and his ability and energy in keeping the lobby talker thru the rains, resulted in an amazing gross. Opening day Bryden's lung units grossed $10,688.30, the Side Show setting the pace with $5,020.40, the biggest take snatched by any individual unit. At the close of business Friday (18) Bryden's cashiers had turned in almost $55,000, and with the folks around today and those expected tomorrow it is almost cer-

(See Dallas Rolls in § § on page 61)

Net $1,550 for PCSA From Crafts' Picnic

DINUBA, Calif., Oct. 19.—Crafts' 20 Big Shows' annual employees picnic and benefit, held recently, set a new record here when some 400 employees turned out to raise $1,550 for the Pacific Coast Showmen's Association.

Headed by Maybelle Crafts, the local committee staged a barbecue dinner, complete with all the trimmings and topped off with a home-made cake and ice cream. Entertainment and awards preceded the dinner.

Held in a park a few blocks from the downtown business district, the beef and ham were barbecued over open-hearth charcoal ovens under direction of John (Spot) Ragland and a crew of assistants.

General Manager J. Frank Warren donated a wrist watch, which was awarded as a door prize; Mrs. Crafts gave a costume jewelry set, and Secretary Hal Baker and Jeff Griffis donated a pen and pencil set, billfold and lady's compact.

In addition to the annual picnic, employees sponsor a weekly award, proceeds from which go to the PCSA.

New Show Is Planned By Frank Sutton Jr.

ST. LOUIS, Oct. 19.—Frank M. Sutton Jr. announced here he would launch the Great Southern Shows next spring. He has been operating a Penny Arcade and other concessions since his discharge from the army last year and has been with the L. J. Heth Shows the past several weeks, prior to which he was with the John R. Ward World's Fair Shows.

Sutton plans to establish winter quarters at Atlanta, and open with 6 shows, about 5 rides and about 35 concessions. Shows, he says, will be routed thru Georgia, Tennessee, Kentucky, Indiana and Illinois.

One for the Book

CHICAGO, Oct. 19.—Harry E. Wilson, of the Majestic Greater Shows, figures he's seen everything now and he called the Chicago office of *The Billboard* recently to tell this one.

"I have my trailer parked near a railroad track here," Harry said, "and yesterday morning when I came outside I saw a grey woman standing on the tracks waving a water bucket at an on-coming train. The train came to a screeching stop and the excited engineer hollered: 'What's the matter?'

"'Give me a bucket of hot water, will ya,' the woman said.

"And believe it or not," Wilson said, "she got the hot water and proceeded on her way back to her camp. A disgusted engineer started the train on its way."

Jamboree Sponsored By Buck, Manning Nets $900 for NSA

DANBURY, Conn., Oct. 19.—A jamboree, jointly sponsored by the O. C. Buck and Ross Manning shows in the ballroom of the Hotel Green here Friday (4), netted $900 for the National Showmen's Association. An estimated 200 attended and heard talks by Oscar C. Buck, past president, and Walter K. Sibley, executive secretary of NSA. A floorshow was followed by dancing.

Acts contributing their services included Georgina Pietrick, vocalist; Earl and Ford, dancers; Sammy Rosch, comedian; Jack Andrews, bull whip manipulator; Whitey Sutton, comedy auction, and Joe Basile's band. Joe Hughes was emsee.

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Invasion, Miss.
October 19, 1946.

Dear Pat:

There's no doubt about Lem Trucklow's being dean of general agents. He is always looked for a date, regardless of the time of the year, and he never uses such alibis as "Where can we get a date at this time of the season?" or "No show can be first-in in any town in Mississippi." His success is built on his ability to open closed towns. If a burg isn't a maiden date he makes it semi-maiden, whatever that is. Aggressiveness is his byword. The writer has often seen him leave his roost beer barrel on the hottest day and hurry off on a hooking tour, to be gone perhaps two days. We have yet to hear him use the old g.a.'s dodge, "I lost my fair contract by one vote. My man double-crossed me."

For the up-and-coming root beer dispensers who aspire to become agents, here is how the dean works. He opened Long Beard, Miss., for 15 weeks in closed territory, by first learning that burg's mayor was out of town and then rushing to the license office. Grabbing the clerk by the collar and while wildly manhandling it, Lem opened up with, "Howdy. Has Toby been in town, yet?" "Toby?" asked the clerk. "Sure," yelled back Lem, "The funny fellow that wore a red wig in the tent and had monkeys with him. I was in here and met you. Got my own show now and a funnier fellow than Toby." So we were issued a reader. Altho the show only worked two days before being sloughed, it was a moral victory for the midway, and we publicized the opening of a closed spot to the high heavens.

Here's how Lem gets a license reduced. Intends, Ark., had and still has a $100-per-day reader, which can be reduced only at the will of the mayor. Trucklow cut the license from $100 to $10 per day. He informed his honor that Pete Ballyhoo and his kin had been operating a little schoolhouse show thru Arkansas during the winter. The natives liked the family's stinger so well they followed the troupe from school to school. By spring the show had so prospered it was able to buy an old camp meeting tent from a preacher. After harvesting their crops, Ballyhoo and his kin leave the road with the tent, adding some little side attractions and booths. Thus was the mayor convinced this was a sawbuck-per-day show.

In all fairness to the mayor it must be said he was somewhat surprised when he saw the show' paper go up and our train arrive, but a license contract is a license contract, which is responsible for citing the case, Ballyhoo Bros. vs. the City of Intend, Ark., dated August 30, 1914. To date the show's bond there hasn't been returned.

Hoping that we have enlightened the general-day root beer jerkers who will be the general agents of tomorrow. Sincerely,

MAJOR PRIVILEGE.

Wallace Show, Canada, Ends Biggest Year

Fair Business Phenomenal

TORONTO, Oct. 19. — Wallace Bros.' Shows of Canada closed the biggest season in their history at Simcoe, Ont., October 10 in weather that was ideal for the time of year.

Show opened April 30 at London, Ont., and was out 24 weeks, according to statistics revealed by B. W. (Whitey) Tait. First fair date was at Lachute, Que., week of June 3, followed by still dates at Ottawa, Navanda and Winnipeg. Then came the B Circuit of Western Canada Fairs, ending at Weyburn, Sask., July 1 and ending at Prince Albert, Sask., August 10. This was Wallace Bros.' seventh time to play the circuit and business was nothing less than phenomenal, all fairs showing increases of 25 to 40 per cent.

Made 2,900-Mile Jump

From Prince Albert the show made a 2,900-mile jump in record time of 79 hours to join the Conklin shows for the following fairs: Three Rivers, Sherbrooke, Quebec City, Que., and Lindsay, Leamington, Belleville and Kingston, Ont. Two fair stands, Caledonia Ont., and Simcoe, were under the Wallace Bros. banner.

Personnel remained the same throughout the season except for a few concessions. Shows at the final stand were Johnnie Branson's wild horses, snakes, rats and gorilla; Jeanne Nanson, Girl Revue; Bob Lee, Globe of Death; Dorothy Lewis, Monkey Circus; Alberta Slim and his horse, Kitten; Jack Rosenhcim, Wild Life, and Gene Mann, iron lung. Rides: Kiddie Auto Ride, Pony Track, Twin Ferris Wheels, Merry - Go - Round, Tilt-a-Whirl, Octopus, Roll-o-Plane, Spitfire and Fly-o-Plane.

Wreck at Noranda

Highlight of the season was the wreck of three cars while show was going into Noranda. A settlement has not been made to date, the railroad claiming damages for revenue lost because the main line being tied up from 5 a.m. to 6 p.m.

Shows raised a fund of $2,000 for children left without parents by an auto accident on the org last season, and J. W. (Patty) and Frank Conklin presented J. P. (Slim) Kitchen with $1,500 from the Conklin Shows.

SLA Committee Names Polack For President

CHICAGO, Oct. 19. — Irving J. Polack for president, David B. Endy for first vice-president, Robert K. (Bob) Parker for second vice-president, Lou Keller for third vice-president, and J. C. McCaffery for a five-year term as trustee—this was the slate of names submitted by the annual election of officers of the Showmen's League of America by the nominating committee at the last meeting Thursday (17) night. Endy is now second vice-president and Parker is the present third vice-president.

Walter F. Driver and Joe Streibich were named for re-election as treasurer and secretary, respectively.

Named as nominees for the board of directors were:

Tom W. Allen, Oscar Bloom, Max B. Brantman, Fitzie Brown, James

(See Polack for Prexy on page 61)

Harry W. Hennies

Here he is!

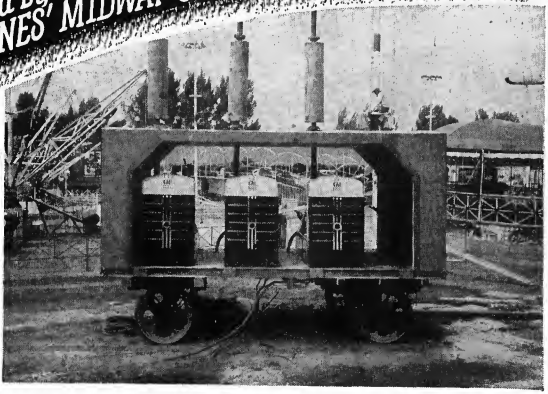
1946's "TOP MONEY" MAN

Holder of a New Continental Record

HARRY W. HENNIES
of the
HENNIES BROS. SHOWS

whose date at Springfield, Illinois, resulted in this season's highest "take" and a new continental record.

Congratulations, Harry! We're proud that your Shows are lighted by GENERAL MOTORS DIESEL LIGHT PLANTS and a MINES' MIDWAY CABLE LAYOUT!



GENERAL MOTORS LIGHT PLANTS AND MINES' MIDWAY CABLE LAYOUTS!

TOPS in

- **QUALITY!**
- **VALUE!**
- **ENDURANCE!**

"7 YEARS OLD — BE 8 IN THE SPRING!"

One of the Two Power Wagons of the Hennies Bros. Shows. These General Motors Diesels were bought in 1939 and have NEVER "blowed" a night for the show by blacking out!

WE LIGHT THE MIDWAYS OF AMERICA!

LEWIS-DIESEL ENGINE CO.

MEMPHIS, TENNESSEE

PENNY PITCH GAMES
Size 48x60", Price $32.00. Size 48x84", With 6 Jack Pots, Price $40.00.
PARK SPECIAL WHEELS
8½" in Diameter. Beautifully Finished. We carry in stock 12-18-20-24-and-30-number Wheels. Price $18.00
BINGO GAMES
75-Player Complete $6.00
150-Player Complete 7.00
1/3 Deposit on All Orders.
SLACK MFG. CO.
124-126 W. Lake St. CHICAGO, ILL.

ASTRO FORECASTS AND ANALYSES
Single Sheets, 2½x14, Typewritten, Per M.....$5.00
4-p. Guidflet, Package, $3; $11, 12 Sheets.
Any Quantity. Each ..... 1½¢
Astrals, 8-p., with White Cover, Each ..... 2½¢
Forecast and Analysis, 10-p., Fancy Covers, Ea. 5¢
Samples of the 4 Readings, Four for 25¢. No. 1, 25 Pages, Assorted Color Covers ..... 25¢

NEW DREAM BOOK
120 Pages, 2 Sets Numbers, Charts and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample, 15¢.
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Signs Cards, Illustrated. Pack of 88 ..... 15¢
Graphology Charts, 8x17. Each, $100 Per $40.00
MENTAL TELEPATHY, Booklet, 21 P. ..... 25¢
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12-P., 9x6. Contains all 12 Analyses.
Very Well Written. $5.00 per 100. Sample 10¢. Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Large List Free. Extra.
SIMMONS & CO.
19 West Jackson Blvd. CHICAGO 4, ILL.
Send for Wholesale Prices.

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27 TO 1
THE VERY BEST QUALITY
POPCORN
Immediate Delivery—F. O. B. Chicago
ALL SIZES OF BAGS
SALT AND SEASONING
Distributors—
CRETORS Popcorn Machines
POPPERS BOY
PRODUCTS COMPANY
60 E. 13th St. CHICAGO 5, ILL.

NEW SARATOGA KETTLE POPPER
All Aluminum
Meets all State health regulations.
Complete 2-Qt. Unit
$20.00 Each.
Terms: 25% with order, balance on delivery, F.O.B. Toledo.
CONCESSION SUPPLY CO.
Box 125, Sta. B, Toledo 6, Ohio

THE APE BOY
Length about 18 Inches. One of the best for Carnivals and Side Shows. Facial resemblance to Human Being. A REAL ATTRACTION. HOWLING BEASTS, WORLD'S STRONGEST GIRL, MIDGETS, GIANTS, SNAKE GIRLS. WE MAKE TO ORDER. WRITE.
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Rt. 9, Box 695
Phoenix, Arizona

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Buddha Papers on
NEW WHITE
Paper
S. BOWER
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FOR SALE
10 Cases of .22 SHORTS
Case of Variations
$85.00 PER CASE
10 Cases of Variations
$100.00 Per Case.
5 Cases of Long Rifle, $100.00 Per Case.
Wire ½ Deposit.
PEERLESS VENDING MACHINE CO.
220 W. 42nd St. New York 18, N. Y.
Tel.: Wisconsin 7-0179

MIDWAY CONFAB

A. E. (Bill) Cody writes from Toledo that his partner, Ed, of the Selkirk concessions, is on a hunting trip in Illinois.

Doc Waddell is on a preaching-lecturing trip thru Ohio. His itinerary includes Akron, Springfield, Dayton, Tipp City and Cleveland. At Akron he was the guest of Basil McHenry.

Ray E. Garrison, while touring the Ben Smith, stopped recently at Jacksonville, Fla., to visit Leola, annex attraction on Endy Bros.' Shows.

Fairs, mostly husband and hog calling contests, are about over.

G. J. (Humpty Dumpty) Biggins closed recently with Pioneer Shows and is making his home in Binghamton, N. Y., where he visited with Dan Elias and Doc Hamilton.

Mrs. Ruby Kane returned to Trinadip, Fla., where she entered her son Joe Jr., at the Admiral Farragut Academy.

Victor H. Shurters, ride owner and operator at Washington Park, Michigan City, Ind., has gone on the road with floss. He plans to remain out several weeks before heading for Key West, Fla., where he will winter.

We've had our unusual early cold spell already four times this fall.

Mr. and Mrs. Walter P. Gawle, who closed with Madison Bros.' Shows because of a nervous collapse suffered by Mrs. Gawle, are now at their home at Webster, Mass., where Mrs. Gawle is recovering.

Ralph Tuttle visited his sister Zara, annex attraction on Jack Munroe's Side Show, in La. Heth Bynum and liked midway life so much that he has decided to remain on for the rest of the season.

John R. Castle and Johnny Lorman, in addition to their Vac-M-Mop demonstration in the industries building, which did all right, entertained the speculative-minded at the State Fair of Texas with an over-and-under game.

Best informed gossip is one who does house cleaning by night different house trailers at odd times.

F. A. Norton, electrician on Bright Lights Exposition, is taking a short vacation thru Virginia and New York after closing the "wagon" in quarters at Lynchburg, Va. He then will return to quarters to start rebuilding the light system.

L. C. (Curley) Reynolds and Oscar Bloom were among the show owners to take time out to visit the Dallas midway last week, and both marveled at Cash Wilkes's agility in milking the ticket sellers for Ray Marsh Bryden's four attractions.

A. W. (Pat) Hanlon, who recently bought half interest in the Tex Rone Cowboy Caravan and is routing that show, will return to the Rose Manning Show as agent next spring. He has been with the Manning org the past two years.

Every year, at this time of the year, you hear some trouper crack, "I'm going back north to get warm.

Gene Beegle writes he has taken over the Side Show on the Dumont Shows, featuring following people: front, Punch and Judy and magic; Lou Riley, tickets; Clara Beegle, inside lecturer; Prince Mongo, fire-eater; Pauline Smith, mentalist; Helen Fink, sword box; Buster Harris, fat boy; Babe La Tour, bag puncher; Nick Dean, elephant skin boy; Jo-Ann Fay (Jimmy Fay), annex. Recent visitors included Peggy Ewell, Ted Kita, Amber West and the Dayton Sisters, of George Clyde Smith Shows.

Bill Fleming, general agent of James E. Strates Shows, is among the last of the white collar workers who rolls his own, and he has a nifty pouch which keeps the Bull Durham from crumbing up his pockets.

John Sprow, recently discharged from the army after service overseas, is working as a steamfitter in Milwaukee. Before he entered the service, he was a tractor driver and concessionaire with Rubin & Cherry Shows.

Snapp Wyatt, show artist, was the subject of an illustrated feature story digitbuted recently by the Associated Press to newspapers. Wyatt has toured with carnivals until several years ago when he established his own studio in Tampa, Fla.

If women don't clean up the trash left on tots before spring, the shows that left it won't come back.

Edward (Pop) Dailey, former auto race star for the late J. Alex Sloan and now manager of the Arcade on Royal American Shows for Harry Dubin, celebrated his 81st birthday Sunday (13) riding the show train from Jackson, Miss., to Shreveport, La.

Jack Armstrong and Al Bedford, in charge of the midway attractions for the Heinz Shrine circus, visited the State Fair of Texas, Dallas, and inspected the shows that will be transferred to their lot. While in Dallas they were guests of Ray Marsh Bryden.

George A. (Granny) Gregg, oldtimer, is a patient in Veterans Hospital, Chillicothe, O. He was transferred there in April after 13 months in another veterans hospital. Emphasizing that he is not in need of money, Gregg says he would like to hear from old friends.

Gate & Banner Shows have gone so gal show minded that they want their dancers to truck into the office for their pay.

Alonzo H. Barclay, with carnivals and circuses for 35 years before his retirement 10 years ago, is back home at the Embassy Hotel, 2756 Pine Grove Avenue, Chicago, after his second hospitalization as a result of a fractured leg suffered in a fall last July.

Frank Zerda cards from Hattiesburg, Miss., that he is still out with the J. J. Page Shows. Pointing out it was the 34th week of the season for him, he reports business has been good and adds that Isabelle Zorder is still handling the front while he makes the openings.

Corp. Trevor Montgomery, of Montgomery Rides, is home from the Philippines after 24 months in the army, and after his terminal leave will open his sign and paint shop in Philadelphia. At present the Montgomerys are living at Glenolden, Pa., Philadelphia suburb.

Charles S. Reed, general agent for Great Sutton Shows, having finished winter quarters, has returned to Kansas City, Mo., where he and wife have made their home for the past five years. Mrs. Reed, who has been under the care of doctors for over a year, is reported in improved health.

Cowboy Murphy and wife, Margaret Potect, last week joined the Pine State Shows in Mississippi. Previously they had a concession on Hills Greater Shows and before that were with J. A. Gentsch Shows, where Murphy had his own Wild West Show and worked with his wife in a free act.

Spotted at breakfast in the Exchange Hotel, Montgomery, Ala., Saturday (12) were three Cavalcade of America stalwarts, William B. Naylor, Joe Cappiello, and Bobby Kline. Mrs. Elizabeth Finn joined the session and revealed she is handling program advertising for Eddie (Red) Lippman's concert promotions.

Small midway workers are allowed to express their views, and the big boys are allowed to pay little attention as possible to them.

Carl E. Manthey Jr., of New Britain, Conn., who divided the past season between the Leo Bistany Shows and Andy Graham, of Harrison Greater Shows, has returned home. He has rejoined the merchant marine and expects to sail soon for Poland and Sweden. Meanwhile, he hopes to get some meat to eat by shipping on a cattle boat.

Mrs. Eddie (Honey) Vaughan, discharged from Baylor Hospital after being a patient seven weeks, is back at the Dallas Hotel, Dallas, where she will be confined to her bed for six weeks. She is the chaplain of the Lone Star Show Women's Club, of Dallas, and was the first president of the Missouri Show Women's Club, St. Louis.

Clint W. Shuford, secretary-treasurer of Hennies Bros.' Shows who was released Monday (14) from Barnes Hospital, St. Louis, after being there four weeks, felt that city Wednesday (16) while, ahem, to rejoin the shows. He has practically recovered from his recent eye operation. . . . Mr. and Mrs. L. L. Shipley, of Shipley Amusements, recently spent several days in St. Louis with Mrs. Shipley's sister who has been

AVAILABLE FOR IMMEDIATE SHIPMENTS!
HOOP-LA Machines, 4 ft. 7 inch Discs. Sold in Sets of 3 Sizes. 10 of Each.....$60.00
HULEY BUILT KEGS. 6 Gal. 9 Gal. Size. Sold in Round Dozs. 6 to Set. Sponge Rubber. Per Set 25.00
ADDEM-UP-DART GAME, Stand Complete 25.00
ADDEM-UP-DART GAME, Each 10.00
5 LEGGED BOTTLE GAME STAND. Complete 15.00
ALUMINUM BOTTLES, Heavy Cast. Per 100 ..... 1.75
MAPLE WOODEN BOTTLES, the Very Best. Each 1.75
Wire Rope, 6x19, 1/2" 12,000 Lb. Strength. Per 1000 Ft. 120.00
WITCH TELL YOU WIN BLOCKS, 6 Inch Size. Per 100 ..... 9.00
Intermediate Blocks for Same, Each .. 1.00
A Few PAIR'S WHEELS, 6 Inch. Each .. 1.00
HOOPS, All Sizes. Per Doz. 1.20
Cigarette Shooting Gallery CORKS. Per 1000 ..... 9.00
DART Set, Dart Game, Lead Weighted. Per 100 ..... 20.00
SHOOT-A-CLOWN for Gun Galleries. Per 100 ..... 27.50
This is a real 2-Way Grind Store.
PENNY PITCH BOARDS, With 6 Jackpots 65.00
No Orders Considered for the Present.
RAY OAKES & SONS
BOX 126 BROOKFIELD, ILL.
Home of the World's Finest Zoo

CHAIR-O-PLANE
FOR SALE
Immediate Delivery
Wire
ROGERS GREATER SHOWS
Eupora, Miss.

in ill health. Now that she is on the road to recover the Shipleys dispurted for Natchez, La., to rejoin the show.

"Don't print this," breathed Noble C. Fairly at Dallas, "but that Denny Pugh handed me a 45 and had me guarding the cabbage in the concessions office, and I don't want my friends to know that in addition to my other duties I am a copper." Viola, Noble's patient wife, was busy grinding in quarters at her mill camp.

Paddy Conklin's life story and how he operates, written by Kenneth Johnstone, staffer, in *The Montreal Standard*'s tabloid supplement Saturday, September 28, was headed *King of the Carnivals*. The feature piece, illustrated with a three-color pic of Patty and his brother, Frank, paid him high tribute. A bold subhead declared he "brought a new slogan to fairs, *Give the Suckers a Break.*"

James M. Gamble, off the road for the past two years, joins the Raymond J. Korbin Show at Valdosta, Ga., this week. For the last few months he has been visiting in Paragould, Ark., previously having been in Detroit, where he made some personal appearances with his special poems while serving as relief manager for the Midwest Theater Company. Gamble was injured when pinned under a wagon tongue October 13, but promises to keep his date this week.

Double birthday of Lieut. Alphonso Palanco, U. S. Navy, and Mrs. Palanco (Bench Bentum), swimmer and high-diver, was celebrated recently in Baltimore. Guests included Mrs. Margaret Christy, Mr. and Mrs. Willard Christy, Mr. and Mrs. John Shepherd, Agnes Miller, Betty Mae Terrell, Marlyn and Pauline Watson, Clyde and Vera Rinaldi, Mr. and Mrs. Bobby Gosnell, Doe Waddell and Mr. and Mrs. Clarence E. Steen.

Rogers & Powell Shows set something of a record when they upped and downed it at Clarksdale, Grenada and Durant, all Mississippi, within a period of 10 days, and without the aid or benefit of billing. . . . Sammy Smith, veteran Royal American trainmaster, revealed in Jackson, Miss., Saturday (12), that the org hasn't missed an opening this season, tossing out this boast as only a disaster could make it late for the two remaining stands, Shreveport, La., and Tampa, where the show will winter again.

Mr. and Mrs. S. T. Jessop, U. S. Tent & Awning Company, visited Endy Bros.' Shows at Atlanta and Hemlock Bros.' Shows at Birmingham. . . . The Lunceford, who operate the fair at Dothan, Ala., visited Birmingham to have a look-see at the midway. . . . Louis (Bird Dog) Berger was among the characters missed during the week at Birmingham, evidently having been sent out on a "hold-it-down" mission. . . . Herbert A. Bye, Chicago attorney, also was among Birmingham visitors.

Starr DeBelle, having stored his whale attraction in which he was partnered with Stan Wiener, breezed into Cincinnati early last week accompanied by his wife, Adele. They have taken an apartment in the Queen City and plan to remain until his present dickerings for a winter connection materialize. In the meantime the Sage of the Midway is putting in his spare moments walking the dog, talking in the "leg shows" at Chicy's Gayety Theater and catching up on his reading of detective and crime tales.

Clarence Katz, formerly with Royal American Shows, and now a resident of San Antonio, is reported to have recently wed a widow with nine children. . . . Mr. and Mrs. Hom Zoline, with the Wonder Shows of America, were recent Chicago visitors. . . . Sam Solomon also was a Windy City visitor. . . . Robert K. (Bob) Parker, of Chicago, is making the rounds of shows carrying units for Bartlett Music Co. Mrs. Parker, and her mother, Mrs. Lottie Mayer, have closed their cottage at Assembly Park, Delavan, Wis., and returned to Miami for the winter.

Jil McKay cards that the Allen-Breuer concessions' Helena (Ark.) stand proved successful. George Royal left the unit there and Tony Peleher was expected to join in Pine Bluff, Ark., McKay says. . . . Mr. and Mrs. Walter Clingman, concessionaires with Earl Bunting Shows, closed a successful season at Henry, Ill., when Mrs. Clingman was stricken suddenly ill and rushed to Memorial Hospital, Wausau, Wis. She is now recuperating at her home there. Clingman, who also is a motorcop act in the winter, has a number of Northern Wisconsin dates booked.

Detroit Notes: Max Bernstein, former concessionaire, now owner of the Film Exchange Drugstore, has returned from a vacation in Minnesota. . . . Bernard Robbins, secretary of Buddy Vaughan Shows' organization, spent a week in New York. . . . Harry Harris, concessionaire with World of Pleasure Shows, returned to Detroit to re-establish headquarters. He recently visited Harry B. Kelley, secretary of the Hillsdale (Mich.) Fair. . . . Charles H. Hodges, 10-in-1 producer, also visited the Hillsdale Fair, where his father-in-law, Earl Ingalls, had the Looper and four Kiddie rides. Ingalls moved his Looper to the World of Mirth Shows for the remainder of the season. . . . Gerald Frantz reports the Gooding Greater Shows haven't missed a Monday opening all year.

D. Wade, general agent of the W. G. Wade Shows, has returned to the Detroit-Leland Hotel for the winter. . . . Sam Adler, photo booth concessionaire, has returned to his home here after covering Michigan fairs. He reports he switched to operating a cookhouse when his photo supplies ran short. . . . Ken Moyer, who had the Kiddie Rides with the Joyland Midway Attractions, has returned to Lewiston, N. Y., with his wife and son for the winter. . . . Roscoe T. Wade, Joyland owner, stored his equipment at Tipton, Mich., and expects to take a trip to Florida with Mrs. Wade before starting work at winter quarters. . . . C. J. (Joe) Bennett, general agent of the same org, and Mrs. Bennett will go to Toronto to visit relatives, returning before the Chicago fair meeting. . . . Joseph

(See MIDWAY CONFAB on page 61)

WHEELS OF ALL KINDS
Tickets—Paddles—Laydowns
Complete BINGO Outfits
CARNIVAL SUPPLIES AND EQUIPMENT
GAMES, ETC.
ALUMINUM MILK BOTTLES
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WANTS
For six-month permanent location, Strip Tease and Hula Dancers, $45.00 per week. Must work every two weeks. Experience not necessary. Some wire me. Opening Nov. 1st. All letters write me
MILNER HOTEL, EL PASO, TEXAS.

RB BRAND HYBRID POPCORN PAYS YOU MORE!
Scientifically developed to pop out $125 and up from 100-lb. bag. Try a bag for bigger profits.
$8.90 per 100 lb. bag in lots of 500 lbs. or more. Smaller amounts, $9.80 cwt.
Send for full list of poppers' supplies at unbeatable prices and quantity discounts.
Ryan, Ready and Wrigley—
"Suppliers to show biz Since 'Way Back!"
Built on Extra Value and Satisfaction
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The FLIT-A-WHIRL Ride
On Midways All Over America
Its Grosses Are Getting Better All the Time
—Manufactured by—
SELLNER MFG. CO. Faribault, Minnesota

POPCORN MEN!
MAIL US YOUR PERMANENT ADDRESS AT ONCE!
So we can keep you informed on the latest developments in popcorn and seasoning. We expect to have more good news for you in the next few months. Let us solve your popcorn requirements.
SEASONING—We have enough to go around.
POPCORN—Bee Hive Hybeid is still years ahead in popping volume and flavor.
POPCORN MACHINES—Best delivery in the business. Liberal trade-ins.
Write for our Free Premium List. Salty wants to hear from you.
THE BLEVINS POPCORN COMPANY
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FOR SALE—A BARGAIN—FOR SALE
One 60 ft. by 186 ft. new flameproof and waterproof government Hangar, complete. Cost the government $15,000.00, requires no poles inside tent. Can be used for Warehouse, Airplane Hangar, Dance Hall, Roller Skating Rink, Auditorium, Garage, Store Room, etc. Size 60 feet, 0 inches by 186 feet, 0 inches, straight walls, 8 ft. and 12 ft. ventilated roof, 6 doors 12 ft. 0 in. by 12 ft. 0 in. high, with five big 4 ft. Blower Fans and one 3 ft. Blower Fan. This equipment now in Government Storage here, never been unpacked. Floor area of the tent 4-3/4 acres in the canopy. A dandy unit now in operation as a Skating Rink in Shreveport, La. Priced **$7,500.00** takes Tent, Hangar, Floor and Fans, or will sell separately. Must sell immediately account of bad health. Write or wire
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We have an exchange offer to all owners of Concession Stands and Units Company Floss Machines of interest and benefit. Write in for details. Floss Machine Rheostats. Heavy duty construction. Guaranteed for Floss Machines by men who understand the business. May be used for single or double salesmanship. Single Rheostat, rheostat, complete, **$6.00 each.** "Original" Double Heads, **$12.00 each.** Shipped prepaid. Send money orders or personal checks. Many other concession items.
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OCTOPUS ROLLOPLANE FLY-O-PLANE
World's Most Popular Rides
EVERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.

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Complete in every detail and operating now. Top, 100x20, canopy style. 130 feet of banner line, 12 banners mostly new this season. Two loudspeaking systems. Baily, electric chair, reserved basket, etc., all ready to go. Loads on one truck. Priced low. Wire or visit
MARK WILLIAMS
Rogers Greater Shows, Eupora, Miss., this week.

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SNOW CONES • FLAVOR CONCENTRATES • CUPS • SPOONS
NAPKINS • FLOSS PAPERS • APPLE STICKS • COLORS
PEANUTS—POPCORN AND COMPLETE LINE OF SUPPLIES—SEND FOR PRICE LIST • POPCORN & PEANUT MACHINES NEW & USED, BOUGHT & SOLD
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Philadelphia 6, Pa. Factories Pittsburgh 1, Pa.

WOM Advertises Price Scale; Fire Damages Concessions

RALEIGH, N. C., Oct. 19.—Fire destroyed eight concessions of the World of Mirth Shows at the State Fair here early Tuesday morning (15) and resulted in damage estimated at $20,000. For a time other show units were endangered, but prompt action on the part of Raleigh firemen and carnival employees quickly brought the blaze under control. Cause of the fire was not determined. Concession Manager Bucky Allen had the debris removed and was units ready for the formal opening of the fair later in the day. An attendance of 500,000 has been forecast by fair officials for

revival of the State's largest annual, a war casualty since 1941. Record turnout of school kids and adults Tuesday, plus marked increases Wednesday and Thursday indicated that even the half-million mark may be exceeded. If the weather holds good thru the closing tonight, it will be the first such break any major fair in this State has received this year.

A new policy was adopted by World of Mirth and the fair management when the price scale of all midway units was published in newspaper advertisement before the opening. World of Mirth listed 37 paid attractions with prices broken down to show the amount of tax included in each admission. Costliest attraction was the Girl Show at 75 cents. Rides are given a break on days reserved for them when all units are priced at 9 cents.

Prices were published solely in the interest of securing good will, the show management pointed out, and not as the result of squawks, since this fair had not been in operation for four years. Action was plotted by Dr. J. S. (Doc) Dorton, fair manager, as a progressive step in fair promotion.

Record crops bringing top prices and the enthusiasm displayed by customers attending the first half of the showing had Frank Bergen, WOM general manager, looking for a gross in excess of the season's previous best, which was garnered at the Brockton, Mass., Fair.

Many Showfolk at Funeral of C. N. Hill

DALLAS, Oct. 19.—C. N. (Pop) Hill, associated with his sons, Howard P. and Clyde D., as owner-operators of Hill's Greater Shows, was buried here this week. Prominent in the outdoor show world for 40 years, he died here Thursday (10) in the Methodist Hospital, where he had been rushed when stricken while with the show.

For the past year he had been in failing health, but he had recovered sufficiently to return to the show and remained with it until stricken. Last year he and his two sons organized the Hill's Greater Shows. As a youth he had been connected with the S. Kepler, of the Delmar Shows, and later with the Reed's Shows, C. J. Vernon, J. George Loos, and Bill Hames and other organizations.

Besides his two sons he is survived by his widow, a daughter and one grandson.

Interment was at the Laurel Land Cemetery in the Oak Cliff section here. Pallbearers were John Martin, Jack Miller, Tommie Briggs, Clyde Runnels, Joe Exler and Floyd Saunders. Attending the funeral were Bonnie Hollfield, Mr. and Mrs. Tom Fleming, Roy G. Marr, Boots Marr, Mrs. Floyd Sanders, J. H. Cowden, Morgan, Mr. and Mrs. R. C. Ellis, Mrs. Clyde L. Runnels, Reid Galbreth, Bill Needham, Mr. and Mrs. J. S. Panther, Mr. and Mrs. G. T. Coleman, Mrs. C. J. Miller, Leah B. Grimland, Mrs. Noble Fairly, Mrs. Joe Exler, Joe (Baker) Galbreth, Mr. and Mrs. E. B. Goeff, A. V. Adams, Harry Richman, M. N. Reeves, Mr. and Mrs. Mel Vaught, J. D. and Ann Summers, Mr. and Mrs. C. G. Osteen and J. P. Sarlin.

Endy Bros. Hike Macon, Ga., Biz

MACON, Ga., Oct. 19.—After totaling grosses for Wednesday night (16), E. Ross Jordan, Georgia State Fair general manager, revealed midway business of Endy Bros.' Shows was 21 per cent ahead of ride and show grosser for the corresponding days in 1945, heretofore the peak year. This is the first appearance of the Endy org here.

Concessions, including science and skill, were nixed in accordance with a special grand jury presentment rendered a month before the fair, aimed principally at local horse racing, score-board and punch-board operators. Midway leading in shows and rides was lined with eat-and-drink stands, photos, novelties, etc.

Kids' Day, Tuesday, proved biggest of the first three days. Shows and rides worked for only 10 cents, plus tax, from 10 a.m. thru 7 p.m., but gross for the day was announced at $10,000.

Midway was up and ready to go by noon Monday, marking the first time in memory of present fair officials that any midway was prepared to work that early here. Opening day, usually light, netted a surprisingly good night play. Endy org's run of 20 miles from Athens was made by noon Sunday, and by nightfall midway had taken shape.

Kirkwood Yen for New Semis Makes Al Beck's Heart Bleed

By a Staff Correspondent

SPRING HOPE, N. C., Oct. 19.—Encamped here in the rain the early portion of last week awaiting the arrival of fair weather and the fair, Ralph Decker and Tommy Carson, co-owners of the Joseph J. Kirkwood Shows, had plenty of time to scout around for new equipment for the 1947 tour, which they intimate will include larger spots and a more extensive territory.

Net result of this scouting expedition was two new semis, added to three that had been delivered the two previous weeks, and Al C. Beck, the sagacious secretary, contemplated the outlay with tears in his eyes.

Beck is the man who counts the money, stashes it and reports to the owners just how much is on hand at all times. His lengthy training in baling up currency did not include a course in free and easy spending, and when he rolls out of the sack on a portion of his heart rolls with it.

All Steel Trailers

"These fellows are determined to build this show to the utmost of their ability, and I appreciate ambition, but there should be a limit," Beck complained in the presence of the bosses. "I don't mind seeing it go out for the best tractors built as equipment to move a show cannot be too good, but when you start buying all-steel trailers—that's another story. A two-section trailer will follow a good semi just as effectively as an all-steel body, and when the sort of help that is available these days can't thru throwing iron into the bodies the wood will last as long as the steel."

"That may be true," Decker declared, "but we're going to keep on building this one, and it is going to have the best equipment that money can buy."

Carson nodded his assent—so that was that.

Org Has Grown

The Kirkwood ensemble has come a long way since it was organized two years ago. At that time Decker had a marquee, two rides and a girl show. Now there are seven rides and seven shows, and all equipment is in first-class shape.

Rides and the foremen include Flying Scooter, Wiadek Bibiek; Chairplane, Elmer Smith; Ferris Wheel, Thomas Phillips; Merry-Go-Round, J. H. Thompson; Roll-o-Plane, Bob Boyd; Loop-o-Plane, C. C. McCoy, and kiddie ride. Shows and their managers are Life and Side Show, Bart Meyers; Minstrel, Red Speight; *Artists and Models*, Jimmy Frenza; *Chez Paree*, Harry Halter; Snake and Fish Show, K. C. McLain.

Emanuel Zacchini, shot over the Ferris Wheel, is the free act.

Lights for Parking

Management here co-operated with the fair management in making the path more lighted for customers by erecting a huge light tower in the parking lot.

It was announced the shows will close November 16, with Beaufort, Williamston, Chapel Hill, Fayetteville and High Point, all North Carolina, still on the itinerary.

Decker and Kirkwood will be among those present at the Chicago convention, after making the National Showmen's Association party in New York.

Crafts' Never-Idle Home Base Prepares for Shows' Return

NORTH HOLLYWOOD, Calif., Oct. 19.—Work at the home base of O. N. Crafts Amusement Enterprises here at Bellaire and Sherman Way continues at a brisk pace. To be sure, there was a sharp let-up when the Crafts 20 Shows took to the road the first week in February, but attention then shifted to fulfilling the requirements of the various rides operating under the Crafts Showman Amusement Company, Ocean Park, and at Sunland Park, near Los Angeles.

Two new Junior Caterpillar rides, shipped from Spillman Engineering Corporation, have been assembled in quarters. One was sent immediately to Crafts 20 Big Shows; the other, arriving about a month ago, was made ready for shipment to Honolulu. Due to cancellation of one of the latter fairs, because of labor with strikes and labor difficulties on the islands, that shipment, set for the Big Six Amusement Shows had been postponed until a later date. Decision to put off shipment was made at a huddle between Fernandez and Crafts here. The Caterpillar sent to Crafts Big 20 Shows was readied under the direction of Roy Shepard, ride superintendent.

Thruout the summer season Sam Hinson, quarters master mechanic, has been busy in the shops here or downtown on shopping tours of the trucking supply houses. Hinson bought 20 new heavy horsepower motors for the shows' huge 35-foot length semi-truck combinations. More than half of them have been assembled by ride superintendent Frank Banner. Several rides, including two Octopuses and one Spittire, arrived recently for overhauling. Lawrence Kline, in charge of the paint department, has been busy painting all equipment. He is now re-doing the No. 2 Scooter. He recently delivered a new 60-inch searchlight and power unit, purchased from Otto & Olsen Electric Company, Hollywood, to Crafts Shows in Modesto, Calif.

Wee Black Donan, quarters custodian and general superintendent, has kept things running smoothly. Black's duties include mail-forwarding service, sending out advance advertising material, upkeep of the properties, which includes 15 acres recently purchased by O. N. Crafts, storing, checking and tagging canvas and other stores. Quarters office braces five acres of buildings in addition to the 10 adjoining acres of ranch.

Roy E. Ludington, veteran with the org, is now up and around on crutches following illness this summer. He is in receipt of a wire from the shows' owner to arrange for the start of a bull moose and an elk, which he killed recently, and for 100 fish caught on a combined hunting and fishing trip in the Northwest, where he had flown by chartered plane. Recently Crafts sold his plane and ordered a new twin-engine eight-passenger job. He expects delivery October 18 and plans to fly it to Chicago for the annual conventions in December.

Preparations at quarters are now being pushed for receiving Crafts 20 Big Shows, which are skedded to come off the road within a few weeks.

Buck in Quarters; Work Begins for '47

TROY, N. Y., Oct. 19.—O. C. Buck Shows, following the completion of a successful 27-week tour, are back in winter quarters here. Org closed at the Danbury (Conn.) Fair.

A crew of men will paint and remodel the equipment during the next few weeks under the direction of O. C. Buck, who will remain here until November 1, when he and Mrs. Buck will leave for Miami, where they will winter.

Mr. and Mrs. E. C. Evans have left with their concessions for southern territory and then will go to their winter home in Miami. Mr. and Mrs. Paul LaCross will return to Vermont. Mr. and Mrs. Luke Seifcer, Buddy Goodhue and some of the ride boys will motor to Miami, where they will winter.

Richard Tolman, show secretary, will return to Gary, Ind., for the winter after playing a three-day benefit day with the rides here for the benefit of the Elks' Christmas Fund. Jim Quinn, general agent, left for the South, where he will play several fairs with his concessions.

Roy F. Peugh, advance and press agent, has joined Joe Chitwood and His All Drivers of Greensboro, N. C. Sidney Goodswaldt has stored his cookhouse equipment at winter quarters and will spend the winter in the South. Charlie Zucker and Mr. and Mrs. Larry Naresasio will also winter in the South.

A Carolina Cocktail --- Mixed Thru Piney, Rain-Swept Hills

By Pat Purcell

RALEIGH, N. C., Oct. 19.—There were enough carnival folks around the Sir Walter Hotel here last week for a fairly representative meeting of the National Showmen's Association or the Miami Showmen's Association, and when all stirred together it was indicative of how the Hotel Sherman lobby in Chicago will look come December 1.

Mine host of this Sir Walter either is more courageous or lacks the experience of the Sherman management, as all furniture and carpets and other lobby appurtenances were in their customary places, whereas the lobby floor of the Sherman will be barren of everything but feet those first four days of December.

'Twas well for the comfort of the wayfarers that the furniture was undisturbed, as they relaxed mentally recently while the remnants of the hurricane blew itself out over the Carolina hills, and blew the last out of business for two days; which made three bad days in a row for all hands, as Monday is seldom worth a loud hurrah in this country.

Abundance of Shows

Raleigh was the focal point last week for the lads, as this hotel corner were literally crawling with carnivals. It is impossible to find a place to sleep or anything to eat in the towns, villages and hamlets, so those without trailers converged on Raleigh. This didn't help the eating situation here, either, and it was none too good when po'k chops were plentiful.

Monday (7) was a fine, clear day, but there just wasn't any business to speak of at any of the stands. The folks around here don't bother to go anywhere on washday, so it is counted as a set-up day for the day org (any one of them) is able to get it in the air on Sunday. This correspondent, conveyed by Jimmy Rafter's new Cadillac, sallied out bravely that Monday afternoon in a northeasterly direction on Highway No. 64.

Rolling a mere 20 miles along, the village of Wolfes Corners hove into view, and upon rounding a curve we were almost dumped into the Harrison Greater lot. All hands were busily getting it up. It would have been a poor time for conversation, as there didn't seem to be too many hands around, even the all rides looked like they were ready.

Kirkwood Dukes Out

At Spring Hope, just another "fur piece" up the road, the Joseph J. Kirkwood Shows were spied, and the layout looked attractive from the highway, even in daylight. Glad hands were extended by Co-Owners Ralph Decker and Thomas Kirkwood, and it was a pleasure to spend three hours around that lot, as no one was beefing about business.

Al C. and Jean Beck were in their $3,500 bedroom, as their friends have called their 40-foot trailer for the past two years, and when Mons. Parker poked his head inside he let out a scream of amazement, colored with a tinge of anguish.

"What? She's cooking?" gasped the astonished Parker.

"Don't write it, as none of her friends will believe it," he said in an aside to the writer.

Nevertheless, here it is. Jean was planted firmly in front of the stove, her left hand grasping a skillet, a spatula in her right, and her optics glued on a cookbook.

"It's cook or starve in this country, so I learned how to light the stove after two years," she explained, and then, in the ensuing gabfest, promptly forgot all about dinner to the extent that all had to open the office wagon without dinner. He returned later after everything was ready for operation in case the folks showed up (which they didn't) and all hands tore into an excellent repast of chuck sandwiches, hot tamales and canned peaches.

Jimmy Raftery Next

Leaving this lot about 9 p.m. or two hours later than planned, the entourage continued northeast, on to Littleton for a visit with R. & S. Amusements, and Owner Jimmy Raftery was enlightening a slim gathering of customers on the amazing feats they were about to see performed on the "high and lofty rigging, 125 feet in the air by the Teeter Sisters." They are "on," and there was no doubt left in anyone's mind that in some bygone day Mr. Raftery could make a fifey-dollar-note.

Parker was immediately swallowed by a horde of old friends, and as various and sundry duties called Raftery away from time to time, the writer was entertained by F. A. (Pat) McKinney, the Raftery Shows' agent and billposter, and Eddie Cooper, agent and legal adjuster, who apparently knows everyone who has been in the business since it was first discovered by Columbus. Jimmy himself could be moved from city to city.

Time out while Raftery introduced Seldon, the Stratosphere Man.

Theme of Raftery's narration, interesting despite the interruptions, dealt with his pre-war Highway No. 17, as Jimmy seldom moves his org more than 100 miles from home base, Wilmington, N. C.

"Some of the folks think I'm daffy because I don't go up country in the summer, but I have a steady routine of action for us right in this territory, and when it rains here it rains in Savannah, so what's the difference?" he asked.

He has something there, as rain is rain, and when it rains, mud where it was hot down here last summer it was raining in Jersey.

Has Vet Employees

Raftery was complimentary on the appearance of his riders, and he revealed that Skeeter Garrett, his ride superintendent, has "something like 25 years" in, as appraising eye toward the new girl front, built on a semi, prompted Raftery to remark that his builder, John (Dad) Haddad, for years one of the country's best known flagpole players, Old John, then probably exhibited the new front arch he is building, the material being taken from canvas which he is bending and twisting into an elaborate affair, indeed.

It was with regret that such affable company as Jimmy Raftery had to be left, but George Lambert had an attractive flagon of Monnet brandy on the Lambert-Jones wagon, and the next two hours innumerable geese and ducks were killed in the reminiscences of the turnouts present.

Tuesday (8) what was left of the hurricane swept over this section of South Carolina, but when the sun in the skies cleared and the entourage was en route again, this time heading toward Lenoir, and a visit with Mr. W. C. Kaus Shows. Twenty-six miles from the objective the heavens literally opened up, and when the grounds were reached it was almost a total blackout and the shavings were floated in the mud.

Jackpots With Cheese

Mrs. Helen Owens and Lola Donahue were in the former's trailer brewing coffee and tea. An invitation to partake of the wet was accepted with alacrity. Soon the table was spread with an assortment of cheese and the jackpots were divided vigorously, between bites, for almost two hours. Russell Bunyan, manager, and Mrs. Bunyan, Lou, picking up a new motor for the office semi, and Jack Perry and Hubert Shive had tempered for the warmth of the Sheraton Hotel at High Point.

Such characters as J. C. (Tommy) Thomas and Ben Braunstein were put in their places during the conversation, and it was also revealed that when the weather was clear the Kaus Shows, now boasting eight major rides and three kiddie rides, gathered plenty of scratch.

Then on to High Point, and Jack Perry entertained by putting his shoe back on and came down into the lobby, trailed by Shive. The discussion was interesting, but no matters of grave importance were settled. They revealed they will be at the Thanksgiving Celebration in full force and regretted they couldn't make the impromptu meeting in Raleigh.

Strolling along the 24 miles to Greensboro, thru an almost blinding rain, a feeling of keen anticipation was noticeable, as a talk with Ralph Lockett, Morris Lipsky and E. Lawrence Phillips was in the offing—but on arrival there was no talk. The fairgrounds where the Johnny J. Jones Exposition was set was darker than a bungled bee barrel. All three were registered at the O. Henry Hotel, but no answers came when telephone bells were jingled. As the hands of the lobby clock sneaked around to 4 a.m. and the bell captain kept eying us as the we visitors might be revenooers, it was a giveaway that three miles back in blinding rain, 77 miles back to Raleigh.

Old Father Time eliminated the possibility of visits to other orgs in this territory, but there were plenty within hat-throwing distance. They included Cole Bros., Colodzin's Majestic Greater at Durham, Morris Hannum Shows at Benson, Jiggy Poodaikis & Anderson's Shows at Hamlet, R. & D. at Concord, Belton Shows at Pilot Mountain, Central American Comp. Shows at Reidsville, Coastal Plain at Falson, Crescent Amusement at Winston-Salem, Dick Gilsdorf's Parade of Amusements, Dumont Shows at High Point, Exposition at Home at La Grange, Hedrick's Gayway at East Bend, Greater Greater at Kinston, John H. Marks at Hickory, George Clyde Smith at Warrenton, Virginia Greater at Weldon, Carolina and Zacchini Bros. at Stantonsburg.

Of course, one would have to be a mighty fast mover to hit all of these pitching from Raleigh, but it does give one the general idea that few spots in North Carolina will not have an opportunity for midway fun and frolic before the big push starts toward Florida.

DALLAS ROLLS IN $$

(Continued from page 56)

tain that in excess of $70,000 will have been netted.

Girl Show Ballys Sour

Nobel C. Fairly had his Fun House in the independent zone, and his ads, in which he used white and colored, sent the angular, jovial chap into a spin. Not so, however, with other attractions. The girl shows were presented and to say that their ballys were not in good taste is putting it mildly, especially for a State annual of this magnitude. Sensual suggestiveness hardly describes the trend of the spiels, and the girls on the bally platforms parked their accesses against the banner lines at every opening and succeeded in looking unattractive, indeed.

Fronts were of the slap-up type—and they really were slapped together, and when the first rain beat a belt at them they were sorry sights.

A local magician, with an effective turn, did receive the flash of the outside bally to get hefty business. A mouse show, a fellow buried alive and a Jap suicide plane completed the back-end. Officials of the annual declared they had not overlooked the deficiencies of the girl shows, and that something will be done about it next year—which indicates that the Los Angeles area with the independent midway idea.

CARNIVALS

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POLACK FOR PREXY

(Continued from page 56)

Campbell, Ralph J. Clewans, Charles Zemater, John M. Dufficld, Noble C. Fairly, John W. Gallagan, B. S. Gerety, George A. Golden, Jack Gilbert, Sam Gordon, William H. Green, Morris A. Hatt, Harry W. Hennies, Arthur B. Hopper, S. J. Jessop, William Kaplan, Ernest (Rube) Liebman, Morris Lipsky, R. L. Lohmar, Arthur Morse and Edward Murphy.

Also Maurice Ohren, Charles Owens, Harold Paddock, Edwin E. Walt, Pat Purcell, Joe Rogers, Jack Ruback, Robert Seery, Elmer Byrnes, Harry Stahl, Albert J. Sweeney, J. C. Thomas, Ted Todd, Al E. Wagner, A. J. (Whitey) Weiss, G. L. (Mike) Wright, Bonnie Nicholson, M. J. Doolan, William Carsky, Edgar F. Schooley, Harry Russell, Denny Pugh, Harry Mamsch, Harry Ross and Arthur F. Briese.

MIDWAY CONFAB

(Continued from page 59)

Budlick has returned from a season on the road, after completing a circuit of Texas fairs.

Mr. and Mrs. William G. Catlett, owners of Catlett Greater Shows, entertained at their personnel at a farewell dinner in the Club Rendezvous in Fairfax, Mo., at the close of the season. Guests included Mr. and Mrs. Eugene Catlett, Mrs. Pearl Stafford, Clyde V. Shubert, Ira Busching, Evan Beard, Earl Mrs. Cooper, Mr. and Mrs. Fred Morras and daughter Mary, Tom Calvan, Leroy and E. Edwards, Jesse Thompson and Mrs. P. L. Patterson. Mr. and Mrs. D. J. Cox and Junior, George Gallaher, James and Vance Anderson, George Gilbert and Mrs. Amos Wolf, Mr. and Mrs. Lester Howell, Mr. and Mrs. Harry Goodale, Pop Hill, Walter Neal, Napoleon Brown and Mr. and Mrs. Walter Whitman.

Leon Long visited Leon Claxton and *Harem in Havana Revue* on the Royal American Shows at the fair in Jackson, Miss. . . . John Eddie Jernigan's *Smart Set Revue* moved into the Newport Theater, Newport News, Va., October 7 and ended a good business, Jernigan reports. Line-up includes Jeepers and Creepers, twins. Both moved to Inskip, Va., for a week's stand opening October 14. . . . Among show folk registering at Dodson's Tavern and Hotel here recently were Leo Bistany, Mr. and Mrs. Dixie Glascoe, Mrs. Ray Price, Mr. and Mrs. George Dowe, Stash the Flash and family, Ted Lewis and crew, Mr. and Mrs. Charles Herbert, Mr. and Mrs. Dan White, George Hartley, Mr. and Mrs. Sid Graves, Mr. and Mrs. William J. Bruce, F. E. Kelly, Al Brodsky, Jack and Mrs. Mack J. Cahill. Most of the above were associated with the Bistany Shows, which recently concluded a successful tour.

Dwight Banziet is in Northwestern Hospital, Minneapolis, following a bone graft operation on his arm, which he received when a truck hit him a few blocks from the hospital three weeks ago. . . . Charles W. Engle, who closed recently after 10 weeks with a concession on Pearl's Broadway Shows, is in Duke Hospital, Durham, N. C., for a throat operation. Engle first worked outdoor show business in 1920 and has been in the field off-and-on ever since. . . . Mrs. Ward Terry, Mrs. Ralph Miller and Mrs. Ruth Wilson, all of Tampa, Fla., were visitors to the Cincinnati Zoo recently. . . . Mrs. Ruth Wilson, Tampa, Fla., was a visitor to the Cincinnati Zoo recently.

Shoe Clerks of America came in for attention in a picture story in *Life* magazine, issue of October 14, on clubs in which President Truman holds membership. Two-page spread, which pointed out the President is the equalor of many members of the clubs, featured membership cards held by him, and the one of the Los Angeles area show club snared the biggest space.

SLA Banquet Set For Hotel Sherman

CHICAGO, Oct. 19.—Annual banquet and ball of the Showmen's League of America December 4 will be held in the Grand Ballroom of the Hotel Sherman here.

Decision to hold it there, instead of in the Palmer House, as originally planned, was made after Art F. Briese and Al Sweeney, co-chairmen of the event, submitted a detailed report at the club's meeting Thursday (17) night. Members agreed unanimously to the Hotel Sherman.

It was announced the price for the banquet and ball had been set at $10 per person including tax.

Burlington Cross Okay For Marks Despite Rain

BURLINGTON, N. C., Oct. 19.—In spite of considerable rain, the Marks Shows chalked up a satisfactory gross at the Burlington Fair, September 16-21. When weather permitted, the crowds turned out and spending was good. Saturday (21), with ideal weather prevailing, was the top day.

Show received plenty of publicity via press and radio, thanks to Pete Neese, fair manager, himself an ex-showman, and Staley Cook, editor of the local paper.

Collins United in Barn

KEARNEY, Neb., Oct. 19.—Collins United Rides have stored their equipment here after closing the season at the Gothenburg (Neb.) Fall Festival. Org spent the season in Kansas and Nebraska. R. L. Collins reports bad weather hurt fall business.

POPCORN

"Rush Hour" Mammoth Yellow Popcorn is dependable. It can be relied upon during rush periods. Packed in 100-pound moisture-proof bags at $9.25 per 100 pounds.

PEANUTS

Roasted Peanuts in the shell @ $21.00 per 100 pounds. Packed in 90-pound bags. Fancy Raw Peanuts in the shell @ $16.50 per 100 pounds. Packed in 100-pound bags. Our Booklet Price List covers our full line of popcorn supplies. Sent upon request.

Prunty Seed & Grain Co.

—POPCORN PROCESSORS—
620 NORTH 2ND ST. ST. LOUIS 2, MO.
"In our 72ND year"

FOR SALE
SUPER ROLL-O-PLANE

All neon lighting. Booked now World of Mirth Show, Columbia, S. C., State Fair. Come out it. $4500 cash. EARL PURTLE.

SHAMROCK SHOWS
NOW BOOKING

Rides not conflicting. What have you? Opening date will be announced in next issue of The Billboard. All answer

CHARLIE DAY, Owner
Savannah, Ga.

WANTED

Circus Bandleader, also Trainer take charge Powers Elephants. Contact SAM POLACK

POLACK BROS.' CIRCUS

Eugene, Ore., until October 25

End Benefit Grabs $1,700 for 3 Clubs; Miami Set To Open

ATLANTA, Oct. 19.—Showmen's League of America, National Showmen's Association and the Miami Showmen's Association will slice $1,700 two ways as a result of the benefit show staged here Wednesday (2) by Endy Bros.' Shows.

Talent was plentiful as performers from three shows combined their efforts with members of George A. Hamid's Hippodrome Circus, the grandstand attraction.

Milton Morris was chairman of the committee and he was assisted by Hamid, M. M. (Mike) Benton, David B. Endy, Louis A. (Stretch) Rice, Jack Gilbert, Arky Bradford, Robert K. Parker, Pat Purcell, George Reinhardt, George Vogstadt and Morris Lipsky. On the ladies' committee were Mrs., Betty Endy, Mrs. Milton Morris, Mrs. Gertie Miller, Mrs. Boots Paddock, Mrs. Margie Bradford, Mrs. Del Crouch, Mrs. Hilda Roman, Mrs. George Vogstadt, Mrs. Ruth Soules, Mrs. Agnes Roth and Mrs. Mabelle Kidder.

Milton S. Paer, secretary of the Miami Showmen's Association, announced that President Parker will call the first fall meeting about mid-November, but that the clubroom will be opened November 1. Considerable work is now underway in rehabilitating the quarters, and contracts call for it to be completed before the official opening.

Paer also announced that 100 applicants for membership will be voted on at the first meeting, which will swell the membership so that it will be among the elite in other leading show fraternal organizations.

Tex Dabney, Concessionaire, Is Co-Owner of New Show

RAEFORD, N. C., Oct. 19.—M. P. (Tex) Dabney, one time identified with circuses and more recently a concessioner, and Lewis Wray Williams, North Carolina plantation owner, have purchased rides, shows and concessions and will go out under the title of Dabney & Williams Greater Shows.

The owners plan to play a few spots in Florida and South Carolina and to make winter stands in Florida, returning north in 1947. H. G. Coffey will be agent and secretary.

Page Builds Quarters

SPRINGFIELD, Tenn., Oct. 19.—A successful season came to an end for Page Bros.' Shows here Saturday (12). Unable to obtain a winter quarters, Manager W. E. Page bought a plot of ground on the outskirts of Springfield and let a contract for a building, 60 by 100 feet, to be ready in two weeks.

Carnival Routes

Send to 25 Opera Place, Cincinnati 1, O.

(Routes are for current week when no dates are given. In some instances, possibly mailing points are listed.)

Alamo: Liberty, Tex.
A. M. P.: Shelbyville, Ga.
American Eagle: (Cotton Carnival) Rosedale, Miss.
B. & B.: Bailey, S. C.; Barnwell 28-Nov. 2.
Big Bend: Mercedes, Tex.
Bill's Greater: Corrigeo, N. M.
Blanchard's Greater: De Land, Fla.; Ocala 28-Nov. 2.
Blue Ribbon: Monticello, Ga.
Bowers Attractions: Va.; (Fair) Rhinemont 28-Nov. 2.
Brown Exposition: Waxahachie, Tex.
Byers Bros.: Camden, Ark.
Capital City: (Fair) Monroe, Ga.; (Fair) Fitzgerald 28-Nov. 2.
Central Am.: Maysville, Ky.; Richmond 28-Nov. 2.
Cetlin & Wilson: (Fair) Wilson, N. C.; (Fair) Lumberton, S. C. 28-Nov. 2.
Coastal Plain: Robersonville, N. C.
Cole, Harry: Brownwood, Tex.
Crescent Am. Co.: (Fair) Bishopville, S. C.; Capital City: (Fair) Monroe, Ga.; (Fair) Fitzgerald 28-Nov. 2.
Crystal Expo.: Jacksonville, Fla., 21-Nov. 2.
Dalton Greater Am.: Hickman, S. C.
Dickson United: Temple, Okla.
Dunlay, R. H.: (Fair) Pecos, Tex.; Post 28-Nov. 2.
Dunlop's: Richmond, Va., 21-Nov. 2.
Endy Bros.: (Shrine Fair) Savannah, Ga.; (Fair) Greenville, Miss., 28-Nov. 2.
Exposition at Home: Leesville, S. C.
Fairly Am.: Chester, S. C.
Fleming, Mad Cody: (Fair) Thomson, Ga.; (Fair) Cochran 28-Nov. 2.
Florida Am. Co.: Florala, Ala.
Franklin, Jimmy: (Fair) Bennettsville, S. C.
Gate City: Darlington, S. C.; (Fair) Aiken 28-Nov. 2.
Gem City: Bastrop, La.
Gold Medal: Natchez, Miss.
Gold Seal: Wardell, Mo.
Golden State: Columbia, Miss.
Great Southern Expo.: Brunswick, Ga.
Great Southern Shows: Tex., 21-Nov. 2.
Groves Greater: (Fair) Sulphur, La.; (Fair) Vinton 28-Nov. 2.
Hames, Bill: Henderson, Tex.
Hennies Bros.: Gladstone, N. C.
Harrison Greater: (Fair) Hortsville, S. C.; (Fair) Columbia 28-Nov. 2.
Hedrick's Gay Way: Sumter, S. C.
Henderson, Albert: Albany, Ga.; Dothan, Ala., 28-Nov. 2.
Henson, J. L.: Woodbury, Ga.
Heth, L. J.: (Fair) Americus, Ga.
Hines Greater: Texas City, Tex.; Velasco 28-Nov. 2.
Home State: Newark, Ark.
Hottle, Buff: (Fair) Farmerville, La.
Jones Exposition: (Fair) Dublin, Ga.; (Fair) Douglas 28-Nov. 2.
Jones, Walter E.: Expo.: Greenwood, S. C.; Gainesville, Ga., 28-Nov. 2.
Kelly, W. G.: Chester, S. C.; Newberry 28-Nov. 2.
Kirkwood, Joseph J.: (Fair) Williamston, N. C.; (Fair) Chapel Hill 28-Nov. 2.
Lamb, J. R.: Belmer, Tenn.
Lankford's Carnival: Dunn, Ga.; (Colored Fair) Adel 28-Nov. 2.
Lawrence Amusement (Colored Fair) Anderson, S. C.; (Fair) Clinton 28-Nov. 2.
Lee Co.: Tallassee, Ala.
Leesburg, J. H.: Crowell, Tex.
Long's United: Chesterfield, Ill., 21-27.
Madison Bros.: Natchitoches, La.; Colfax 28-Nov. 2.
Magic Empire: Batesville, Miss.
Majestic Greater: Washington, N. C.; Asheboro 28-Nov. 2.
Marion Am. Co.: (Fair) Rock Hill, S. C.; (Fair) Chester 28-Nov. 2.
Marks, John H.: New Bern, N. C.; Kinston 28-Nov. 2.
Mayo, Adam: Brinkley, Ark.
Mid-Continent Expo.: Kinder, La.
Morris & Castle: Corrington, La.; Baton Rouge 28-Nov. 2.
Motor Speedway: Kennett, Mo.; Malden 28-Nov. 3.
Negro Enterprises: Ala.
Nichols, Carl: Kelser, Ark.
Oman's Greater: Jena, La.; Winnfield 28-Nov. 2.
Page, J. J.: Jonesboro, Ga.
Paul's Am. Co.: Danville, Ark.
P. & B.: Chilton, Tex.
Peerless Alabs, Okla.
Peppers All-State: Cullman, Ala.; Anniston 28-Nov. 2.
Pike Am. Co.: Des Arc, Ark.
Powell's Greater: Columbus, Miss.; Senatobia 28-Nov. 2.
Pruitt's Broadway: (Fair) Lancaster, S. C.
Pryor's: Good Water, Ala.
Ramsey Am. Co.: (Fair) Danville, Ark.
Regal Expo.: (Fair) Hawkinsville, Ga.
Reuben Ferry, Gt.: Tuscumbia 28-Nov. 2.
Rogers Greater: Eupora, Miss.; McComb 28-Nov. 2.
Rogers & Powell: Canton, Miss.
S. & S.: (Fair) Wilmington, N. C.; (Fair) Shallotte 28-Nov. 2.
Rosen, R. B.: South Pioneton, Ala.; Pascagoula, Miss., 28-Nov. 2.
Royal American: (State Fair) Shreveport, La.
Royal Expo.: (Fair) Nashville, Ga.; Bainbridge 28-Nov. 2.
Shan Bros.: Valdosta, Ga.
Shipley's Am.: Christiansburg, Va.
Sherland Bros.: Phoenix, Ariz.
Silver Slipper: Scottsboro, Ala.
Smith Am. Co.: Groesbeck, Tex.
Smith, Bernie: Gladewater, Tex.
Smith, George Clyde: (Colored Fair) Buffolk, Va.
Smith's 3-Doy: Stilwell, Okla., 21-23; Hokasha 24-26.
Snapp's Greater: Alexandria, La.
Southern States: Dunnellon, Fla.
Southern Valley: Lake Providence, La.
Sparks Bros.: (Colored Fair) Yazoo City, Miss.
Sparks, J. F.: (Fair) Marianna, Fla.; (Fair) Panama City 28-Nov. 2.
Stelford's United: Indianapolis, Ind.
Strates, Jones E.: Coastella, N. C.; Orangeburg, S. C., 28-Nov. 2.
Stumbo, Fred R.: Booneville, Ark.
Sunbower States: (Fair) Roby, Tex.; Mineral Wells 28-Nov. 2.
Tassell, Benny: (Fair) Conway, S. C.; (Colored Fair) Sumter, S. C., 28-Nov. 2.
Tidwell, T. J.: Kermit, Tex.
Tri-County: (Fair) Whiteville, N. C.
Tri-State: Evergreen, La.
Turner Bros.: Marianna, Ark.
United Pleasure: Tulsa, Okla.
Victory Expo.: San Benito, Tex.
Virginia Greater: Ellerbe, N. C.; Chesterfield 28-Nov. 2.
Wallace Com.: Koreluska, Miss.
Ward's, John R., World's Fair: (Fair) Enid, Okla.
West Coast: Madera, Calif.; Delano 28-Nov. 2.
Wolfe Am. Co.: (Fair) Greenville, S. C.
Wortham Shows: McDuffie, Ala.
World of Mirth: Columbia, S. C.
Zacchini Bros.: St. George, S. C.

Circus Routes

Send to 25 Opera Place, Cincinnati 1, O.

Bagwell's Jimmy, Guttaredoo: Columbus, Tenn., 23.
Clyde Bros.: Marshalltown, Ia., 21-23; Cedar Rapids 24-27.
Cole Bros.: Roswell, N. M., 22; Clovis 23; Amarillo, Tex., 24; Childress 25; Breckenridge 26; Abilene 28; San Angelo 29; Brownwood 30; Temple 31; Austin Nov. 1; San Antonio 2-3.
Dailey Bros.: Wynne, Ark., 22; Forrest City 23; Brinkley 24; Pine Bluff 25; Camden 26.
Hamid-Morton: Pittsburgh, Pa., 21-27.
King Bros.: Yorktown, Tex., 23; Benton 23; Ferret 24; Vicksburg 25; Fort Gibson 26; Natchez 28; Hattiesburg 29; McComb 30; Hattiesburg 31; Picayune Nov. 1; Pascagoula 2.
Montgomery, O. R.: Golden Meadow, La., 23; Raceland 24; Patterson 25; Franklin 26.
Owens, Buck: Beaumont, La., 23; Thomaston 22; Port Valley 24; Manchester 25; Richland 26; Dawson 28.
Polack Bros., No. 1: (Auditorium) Oklahoma City, Okla., 23-27; (Robinson Aud.) Little Rock, Ark., 28-Nov. 2.
Polack Bros., No. 2: (Armory) Eugene, Ore., 23-25; (Veterans Memorial) Medford 26; Klamath Calif., 30-Nov. 2.
Ringling Bros. and Barnum & Bailey: Knoxville, Tenn., 24.
Sarasota Beaumont, Tex., 23; Galveston 23-24; Conroe 25; Huntsville 26; Bryan 28.

Misc. Routes

Send to 25 Opera Place, Cincinnati 1, O.

Adams, Kirk, Dogs (Fair) Columbia, S. C., 21-26.
Anson's Tent Show: Oconee, Ga., 21-26.
Billett Troupers: Cuba, N. Y., 21-26.
Birch: Vandergrift, Pa., 23; Punxsutawney 24; Reynoldsville 25; Sykesville 26; Bellefonte 28; Tyrone 30; Johnstown 31.
Campbell, Leslie: Lumberton, N. J., 23; Ocean City 24; Ridley Park, Pa., 25; Quarryville 26; Pennsy Barrens Siding 28; Madison 31; New Holland Nov. 1.
Chandler Troupers: Ocala, Fla., 23; Sporteon 24; playing schools.
Childers, Doug & Lola: School assemblies, Columbia, Tenn., 21-26.
Childs, Rube & Dorothy: (Shrine Circus) Houston, Tex., 28-Nov. 12.
Cornell (Fairs) Lawrenceburg, G., 30; (Majestic) Chillicothe 31-Nov. 1.
Francis, Leo: (Truman Hotel) Seymour, Ind., 26; (Pike Festival) Piketon 28-30.
Green, John O.: Kipling, Sask., Can., 23-24; Hinshaw 25; Bienfait 26; Estevan 28-29; Rhein 28-31; Kamsack Nov. 1-3.
Gentry, Eva: Oakland, Md., 21-28.
La-Mar: Mt. Vernon, O., 22; Sandusky 23; Spencer Nov. 1.
Leckvold: Everett, Wash., 23-26; Oak Lake 27; Beckoh Seattle 30; Everett 29; Burlington 30; Mount Vernon 31; Marysville Nov. 1.
Long, Leon: Greenville, Miss., 23-25; Greenwood 28-29; Jackson 29-Nov. 4.
Magrum, C. Thomas: Iowa Falls, Ia., 23; Fort Dodge 24; Boone 25.
Morrison Bros.: Fairfax Area Club; Erie, Pa., 21-26.
Pierce, Jack, Radiohamboree: (Jordan) Owensville, Pa., 23-24; (Rex) Corry 25-26; (Armadio) Franklin 28; (Shrine Auditorium) Erie 29; (Gouverneur) Somerset 30-31.
Plunkett's Stage Show, under canvas: Dublin, Tex., 23-25; Stephenville 27-29; Hamilton 28-Nov. 1.
Rellim, Blondin: (State Fair) Shreveport, La., 21-28.
Ronas, Flying (Shrine Circus) Kansas City, Mo., thru Nov. 2.
Stanley, Guy: Almont, Mich., 24; Rochester 25; Utica 28-31.
Virgil, Great: Canning, Calif., 24; Chico 25-26; Santa Rosa 28; Vacaville 30-31; Sacramento Nov. 2; Livermore 5.

WANT

For twelve weeks indoor dates, Novelty Circus Acts that work under low ceiling, hillbilly entertainers preferred. Experience with New England Showing essential. Write, don't phone. Novelties, Candy Floss. Write, wire

ROBERT W. TILTON
Grace Hotel Conway, South Carolina

MAJESTIC GREATER SHOWS

CAN PLACE FOR
ASHEBORO, N. C., OCTOBER 28 TO NOVEMBER 2
BIG CELEBRATION ON FAIRGROUNDS
AND BALANCE OF SEASON

CONCESSIONS of all kinds. Few choice Wheels and Grind Stores, also Cook House. Lew Lange and Jackie Fields, contact.
FOR SALE—Streamlined Trains, plenty of fence and track, also depot and ticket box. This ride in good condition and ready to go.
Shows and Rides contact SAM GOLDSTEIN.
Concessions contact MAXWELL KANE.
Washington, N. C., this week.

FOR SALE

ARCADE MACHINES

I have 1935 Arcade Machines, large and small, that were damaged in a truck wreck. All need some minor repairs. Will sell all or whatever you need. Cash or terms. Machines are now in my warehouse in Kansas City. MYSTERY MACHINE—Seven factory-trained Mechanics. 500 Models with this machine. 2 Mills Fortune Runs—very little damage. Skip Flatter, in good shape. 5 Love Testers, Bonks, Hand Grips, O.K.'s, Vibrators, O.K.'s. 20 Exhibit Deep Card Machines. 15 Mutoscopes, need slight only. Some Card Machines with plenty of Cards—too many to itemize. What parts do you need? Will sell all or whatever you need. Cash or terms. Other Part do you want? I will ship. Have 30x90 Top and Sidewall for sale. Have Proof for Arcade for sale. All purchases as is F.O.B. Muskogee, Okla.

ADDRESS
ART SIGNOR
c/o WORLD OF TODAY SHOWS MUSKOGEE, OKLAHOMA

ZACCHINI BROS.' SHOWS

WILL POSITIVELY PLAY 52 WEEKS

Now ready to book Concessions—Bingo, Custard, Hoopla, Pitches of all kinds. Shows—Any Grind Shows with own outfits. Help—Can use reliable Workingmen in all departments. K. G. McCary wants one Carnival Dancing Girl. Everybody wire; no time to write.

Hugo Zacchini, gen. mgr. Pat Honlon, gen. agent
This week, St. George, South Carolina

Crescent Amusement Co.

WANTS
Marion, S. C.; Walterboro, S. C.; Sumter, S. C., Fairs.

Concessions—Photos, Ball Games, Slum Concessions. Shows with own outfits that don't conflict. Ride Help for 10 new, modern Rides balance this season and 1947. Truck Drivers, come on. We will place you if sober. Want to Buy—812 Eli Farris Wheel, will pay cash. For Sale—8-Car Streamlined Whip, complete, rebuilt at factory this spring. Can be seen in operation. Come look it over. Address:

L. C. McHENRY, Mgr.
Bishopville, S. C., this week; Marion, S. C., next week.

HARRISON GREATER SHOWS, INC.

LAST CALL LAST CALL LAST CALL

FOR SOUTH CAROLINA STATE COLORED FAIR, OCT. 28-NOV. 2—COLUMBIA, S. C.

Can place Concessions of all kinds, no exclusive. Everything open. Good opening for Pop Corn, Candy Apples, Candy Floss, Eating and Drinking Stands, Grab Joints, French Fries and Mitt Camps. Get in touch at once. Space limited. All wires to

FRANK HARRISON
HARTSVILLE, S. C.; THEN COLUMBIA, S. C.

WANT WANT

Can place Concessions of all kinds, no exclusive. Good opening for any Grind Show with own equipment; also Girl Show, Ferris Wheel and Chairplane Foremen and useful Ride Help. All winter's work. Agents for Wheels and Roll-Downs.

LAWRENCE GREATER SHOWS

Anderson, S. C., this week; Clinton, S. C., Fair, Oct. 28-Nov. 2; Lincolnton, N. C., Fall Festival, Nov. 4-9.

QUEEN OF THE FLYING RIDES

FLYING SCOOTERS

BISCH-ROCCO AMUSEMENT CO.
5441 COTTAGE GROVE CHICAGO, ILL.

FLYING SCOOTER

FOR SALE

NEW 1946 FLYING SCOOTER—PORTABLE TYPE. Can be seen in operation Oct. 22 to 26, Albany, Ga.; Oct. 28 to Nov. 2, Dothan, Ala., with Hennies Bros.' Shows. Loads on one wagon or truck. Reason for selling—have other business. Address:

A. WILSON
c/o Hennies Bros.' Shows as per route above.

DISTRICT MANAGER

For Illinois Headquarters
—Chicago—

Must have held responsible position. Sports and amusement field preferred. $30,000-a-year man to handle sales of finest most expensive and colorful sports equipment ever presented to the Amusement and Sports Fraternity.

CAPITAL REQUIRED

ROTOBOWLING CORPORATION OF AMERICA

684 Ellicott Sq. Bldg., Buffalo 3, N. Y.
Dayton, Ohio Miami, Fla.

H. B. ROSEN AMUSEMENTS

WANT WANT
FOR PASCAGOULA, MISS., AMERICAN LEGION
FALL FESTIVAL — OCT. 28 TO NOV. 2

SHOWS—ORGANIZED MINSTREL SHOW AND GLASS HOUSE.
RIDES—WILL BOOK TILT-A-WHIRL, OCTOPUS OR ANY FLAT RIDE NOT CONFLICTING. CONCESSIONS OPEN.
All that John now will be given preferance for BIG ARMISTICE CELEBRATION IN LOUISIANA. ADDRESS:

H. B. ROSEN
Flomaton, Ala., this week; then Pascagoula, Miss.

EXPOSITION AT HOME SHOW

WANTS FOR ALL WINTER'S WORK

CONCESSIONS—Bingo, Scales, Age and Weight, any ten-cent Grind Store. RIDES—Will book Spitfire, Ride-O, Caterpillar or Whip; Jimmy Winslow, contact me at once. Ride Help in all departments, Chairplane Foreman, Loop-o-Plane Foreman, Second Man on Merry-Go-Round. Jack Threet, Heavy Dick Fletcher, get in touch with Iodine at once. SHOWS—Have complete Snake Show, want good Man to take charge of same. Will book good Minstrel Show. All winter's work. Complete Cook House for sale; will book same on show.

ROX GATTO, Mgr.
LEESVILLE, SO. CAR., OCT. 21-26.

FLORENTINE ART STATUARY CO.

WE HAVE PLASTER OF ALL KINDS FOR THE SOUTHERN FALL CARNIVAL TRADE. THE FLORENTINE ART STATUARY CO. HAS BEEN UNDER NEW MANAGEMENT FOR THE PAST YEAR AND WE TAKE THIS OPPORTUNITY TO EXTEND OUR THANKS TO OUR CUSTOMERS FOR THEIR PATRONAGE DURING THE PAST SEASON AND HOPE TO CONTINUE SERVING THEM.

NOTICE

ON OR ABOUT NOVEMBER 15TH WE WILL MOVE TO OUR NEW LOCATION, ONE BLOCK WEST OF MAIN STREET AT 408 DELAWARE.

— PRESENT ADDRESS —
414-416-418 EAST 15TH STREET, KANSAS CITY 6, MO. (Phone: HArrison 0996)

GREAT SUTTON SHOWS

"MOST BEAUTIFUL SHOW IN MIDDLE WEST"
Osceola, Ark., Oct. 14 to 19. Closes the End of 35 Years on the Road.

FOR SALE CHEAP

Sold all Rides to Mr. Partlow. HAVE FOR SALE—13 Semis, 1 Straight Truck, 1 Winch Truck, 4 beautiful Shows, 1 Office Trailer, 3 Light Towers, 1 Fun House; 1 37½ Kw. Light Plant, good as new; 1 beautiful Neon Entrance. Also have for sale—1 7-Car Tilt-a-Whirl, in good condition, with good transportation. Come to Osceola, pick out what you want.

F. M. SUTTON
OSCEOLA, ARKANSAS

FRANK TEZZANO WANTS

For Harlem's Rowe, fast-stepping Chorus Girls, good Comedy Team, Musicians who read. All winter's work, theaters and clubs. Slick and Slack, contact me at once. Sweetie Walker is producer.

FRANK TEZZANO
Care of J. J. Jones Exposition, Greenwood, S. C.

TRAILERS

Standard models on hand for immediate delivery. Write for catalog.

King Amusement Company
82 Orchard St., Mt. Clemens, Mich.

BOOMERANG

Unlimited Capacity — Repeater — Thriller
Write for Catalogue
U. S. RIDING DEVICES CORP.
298 Junius Street Brooklyn 12, New York

FOR SALE

18-SEAT RIDEO

Perfect mechanical condition. Complete with about $2,000.00 worth of special equipment, including neon lighted back ground. Price $5,000.00. 24-Seat Chair-plane, complete, $1,000.00. Inspect them in operation—Silver Spray Pier, Long Beach, Calif.

VELARE BROS.
Hilton Hotel Long Beach, Calif.

SUNFLOWER STATE SHOWS

WANT

SHOWS OF ALL KINDS. Good deal to well-framed Girl Show. ALL OTHERS OPEN. Lee Bernstein to Miles. ALL RIDE JOINTS OPEN. WANT TO BUY OR BOOK TILT-A-WHIRL AND ANY KIDDIE RIDE. Showing Fiber County Fair, Roby, Tex.; then Mineral Wells, Tex.; Eastland, Tex.; Big Cyclerdrum at Stephenville, Tex.; then Kampsas and San Marcos, Tex. This all-winter spot all winter in Southern Texas. Can place Cook House. Can place Grind Store for one more. WANT HELP ON MIX-UP AND OUTSIDE WAGON. HIGH POLE ACT. FOR SALE—SIX IRON CLAWS, CHEAP. Write or come on. Address:
ROBY, TEX., This Week; Then Per Route.

FOR SALE

One Allan Herschell Ten-Car Kiddie Auto Ride and one Kiddie Streamlined Train. Can be seen on W. C. Kaus Shows, Chester, S. C., October 21-26; Newberry, S. C., October 28- November 2.

Contact
J. H. WIGGS

TANGLEY CALLIAPHONES

RARE BARGAINS

Automatic hand and roll play. Complete with motor and compressor. These machines have never been used. $1,000.00 Each. Only 2"left. Write or wire

MAX WEINERT
Box 486, Eureka Springs, Arkansas

FOR SALE

7-CAR TILT-A-WHIRL

With transportation. Also 24-Seat Chair-o-Plane. Both Rides in perfect condition. WANT MECHANIC TO OVERHAUL TRUCKS THIS WINTER. Track Nelson, contact me at once.

FRANK WARD
Alma, Ark.
Winterquarters at Canyon Club

WANTED

Bingo Caller for Florida Amusement Co. This show gives you all winter's work.

R. E. TALLEY
Florala, Ala., week October 21.

AT LIBERTY
JEANNE EUGENE MERCER
Annex Attraction
JEAN MERCER
Pearl Hotel
San Antonio, Tex.

WANTED AGENTS

Ball Game, Penny Pitch, Rat Game, Photos, Pop Corn. Wire
JOE E. KAUS
LEESVILLE, S. C.

FOR SALE

ONE CHAIR-O-PLANE

$1,000.00. Can be seen at Tallahassee, Fla., Oct. 21 to 26. No letters. Come and see it.
LEE AMUSEMENT CO.

FROM THE LOTS

Alamo Exposition

LUFKIN, Tex., Oct. 19.—All records were broken at the Texas Forest Festival, with 30,000 attending Tuesday (8), Kids' Day, and 40,000 Wednesday (9), which was East Texas Day for the leagroes. Manager Jack Ruback, with the aid of Albert Wright, Ted Custer and local officials, did all they could to keep the crowds moving, but the rides were unable to handle the business.

Special paper is being used ahead, featuring the Miller Duo, high act. Ted Custer left at the end of the Lufkin date to make a swing around the stands still to be played and booking for next spring. Joe Rosen has been getting nice business all season. Bill Tank, handling office details day and night, after the office employee on the shows, is still one of the busiest. Bob Mayes, another old-timer, has had a good season with his root beer. Herman Reynolds reports his Diggers have done well.

Howard and Thelma Hill visited at Bonham, Tex., and many visitors were entertained by Manager Ruback at Lufkin.

Heavy Guyton says it won't be long now before the golf match takes place at San Antonio. Red Baker reports from Atlanta he will operate with Billie Rosen and Jack Little around November 10. Tony Kitterman, Robert Voight, Joe Rosen, Albert Wright and Bill Williams are found on the golf course early each day, and they claim they'll be ready for Baker and his crew for the championship match. Louis Ringold is handling details for the shows at San Antonio and is also doing a little booking.

Well, six more weeks; then home for a vacation. Weather is the best, and with any kind of a break show will clear 10 per cent better than last year.—H. B. ROWE.

W. C. Kaus

LEXINGTON, N. C., Oct. 19.—Org had its poorest fair date of the season at Davidson County Fair here week ending Saturday (12). First three days were cold and rainy. Saturday night produced a big crowd despite cold weather, but spending was light.

Kiwanis Club, sponsor of the fair the last 10 years, is a go-getting outfit. It purchased a 56-acre tract one mile north of town and built a new fair plant. Exhibits were plentiful and there was ample community interest, but the annual couldn't beat the weather.

Leonard Barton, with Millers bingo, and Ina Pickette, a Charlotte, N. C., schoolteacher, were married Friday (13) by Justice of the Peace Edward Horne in his law office here. Lee Jones is back on his job after four years with the merchant marines.

Louis and Estelle Nathanson are back from a trip to Boston. Roger and Joan Fingar spent the week-end at their Jacksonville, N. C., home visiting the kiddies.

Returned from a week-end in Pine Bluff, where the Cautin family operates the Beauty Rest tourist camp, Specs Cautin reports every cabin was filled with members of the Harrison Greater Shows during latters' Rockingham engagement.

Eddie Paupin, front gate man during the still dates, has taken over the Merry-Go-Round ticket box. Scott is making plans to tour his Minstrel Show during the winter. Slim Barry is operating his wife's ball game during matinees. Bob (Diggers) Parker and Pat Purcell, outdoor editor of *The Billboard*, visited during the engagement.

Rusty (Sleepy) McCurdy gets a supply of Western magazines before starting shows' treks.—HERB SHIVE.

Prell's Broadway

STATESVILLE, N. C., Oct. 19.—Playing the fair here for the first time, shows opened September 29 to ideal weather and tremendous grosses. First two days, the shows and rides grossed nearly $8,600, after federal taxes were deducted, or better than 30 per cent more than gross for any two previous days at this fair. Wednesday, Children's Day, gross was $5,735, a fine total for one day.

Top ride was the Caterpillar, with the new Roll-o-Plane second in line and all others doing more than their share. Shows gave the rides plenty of competition. Barro Brothers' Motordrome was first in the money; Bob White's Scandals was second, and the Abe Wolf-George Johnson Monkey Speedway third. Other shows grossed figures beyond their fondest dreams.

Run here from Lumberton, N. C., was made in record time, for which a great deal of credit is due Abe Prell, the man in charge of setting down and setting up the rides. The last three days at Lumberton held up very well, and a fine week's gross was had by all. During the week at Lumberton, a party was given by the entire show for the ambidsle son of Owner Abe Prell on his 23d birthday, affair holding forth until the early hours of morning in the *Scandals* tent.

Sam Prell recently flew to Newark, N. J., to visit his family. Joining recently were Jack Schaeffer, Penny Americian; Harry Purto, clown; Ralph Elliott, watchman; R. Wood, penny pitch; Oleta Wood, glass pitch; Chester Wood, balloon darts; Mrs. Lena Presti, double bumper; J. H. Kelly, percentage; Toney Elernicka and Richard Dowd, ball games; Frank Wentzel, stock rental; Paul Wurnrich, rides, Herman Smith, assistant. Mrs. O. C. Bristow is Side Show and Girl Show manager.—J. H. KELLEY.

J. A. Gentsch

LOUISVILLE, Miss., Oct. 19.—Org ran into cold weather during its recent stand at the Winston County Fair here. Crowds were light the first half of the week due to the cold but improved the latter part when the weather warmed up.

G. W. Gentsch's bingo took top money among the concessions. Crane's custard held up in spite of the weather. Stock stores received a nice play, but money stores ran very slow. Harrell's animal circus had a good week, with Klondike's Colored *Cuties* running a close second.

Russell Cooper, discharged recently from the army, and wife joined here. Owner Gentsch took delivery of a new semi-trailer and a '46 Buick for Mrs. Gentsch. A big barbecue was held one night, with Gus and Pete Mitchell in charge.—WHITIE STEWART.

FOR SALE

OCTOPUS

COMPLETE — IN PERFECT CONDITION — PRICED TO SELL CHEAP FOR CASH.

Address BOX 782
Muskogee, Okla.

FOR SALE

Complete Carnival with 10 K.V.A. and 10 K.V.A. Transformers. Consists of Ferris Wheel, Merry-Go-Round, Kiddie Ride, 7 Trucks, Concessions, Including wonderful Long Range Lead Gallery, Photos, Country Store; 14-foot Trailer Grab with balance can, including Bazaar; other Concessions. Can be seen this week—Fair at Frostproof, Fla. Want to book good Tim-In-One. Need good Griddle Man; Whitey Forest, get in touch with me.
MARIE K. SMUCKLER

WANTS

Skillos and Count Store Agents. Lee Holder, answer. Flomaton, Ala., this week; then the Big One, Pascagoula, Miss.

D. D. HALE

FLORIDA AMUSEMENT CO.

BOOK, BUY OR LEASE

Seven-Car Tilt. Consider two Kid Rides for winter. Can use Cat for Luverne Fair next week. All address:

HOWARD INGRAM
Florala, Ala., this week; Luverne follows.

WANTED

8 SINGLE FLYING HORSES

(Type Used on Carrousel)
New or Used.
BOX D-350, The Billboard, Cincinnati 1, O.

FOR SALE—FUNHOUSE

50 ft. flashy Panel Front, P.A. Set. On truck chassis, ready to go, $3000 cash. Reasles to
J. A. WILSON
P. O. BOX 472 BILOXI, MISS.

FLYING SCOOTER

1946 model, perfect condition. Can be seen this week, Thomson, Ga.; week of Oct. 28th, Dublin, Ga.

Mad Cody Fleming Shows

WANT

Booking Agent, Ferris Wheel, Merry-Go-Round. Concessions, etc. Working South.
ZELLER'S AMUSEMENTS
DURHAM, N. C.

NATIONAL SHOWMEN'S ASSOCIATION

GREETS YOU

You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Clubrooms in the center of the amusement world.

Meetings 2nd and 4th Wednesday each month.
Palace Theatre Building,
1564 Broadway,
New York 19, N. Y.

Mostly everyone of the Eastern amusement family is a member. Are you?

Write For Information.
Initiation $10.00
Dues ..... $10.00 Yearly

CARAVELLA *** AMUSEMENTS

RICHMOND, KENTUCKY—OCT. 28-NOV. 2

CAN PLACE legitimate Concessions of all kinds. Can place any good Show of merit.

CONCESSION OWNERS—For one of the "Better Shows" and the "Most Modernized Midway of 1947 Season." Arrange now to be with us next year. A full season.

FAIR COMMITTEES AND SECRETARIES—We are booking now for the 1947 season. You are cordially invited to visit our shows as per route in The Billboard.

All Wire

F. H. CARAVELLA, Owner and Manager

Morehead, Ky., this week; Richmond, Ky., next week.
FRANKIE BLAND, General Agent BILL OWENS, Publicity

GATE CITY SHOWS WANT

Legitimate Concessions only. Want A-1 Wheel Foreman that drives semi, Ride Help on Merry-Go-Round, Chairplane, Octopus. Want Motordrome with own equipment and transportation. Also Fun House. Aiken, S. C., Legion Fair, October 28 thru November 2; Waynesboro, Ga., Industrial Fair, November 4 thru 9. Watch The Billboard for other dates. South all winter. All address

J. E. BAXTER, Gate City Shows
Darlington, S. C., Tobacco Festival, this week.

MIGHTY PAGE SHOWS

Covington, La., this week, with Baton Rouge, Monroe, Alexandria, Lake Charles and others to follow.

WANT CONCESSIONS—All kinds of legitimate Concessions, especially want Cook House. Can place Agent for office-owned Concessions.

SHOWS—Want Side Show with or without equipment; Rosalie and Eddie Woods, wire. Will book Big Snake, Animal Show, Monkey Circus or any good Grind Shows. Want Performers and Musicians for office minstrel.

RIDES—Want Rolloplane, Flyoplane or any Rides not conflicting. Due to week will book Octopus for the remainder of the season. Want Ride Men on all Rides; those driving semis given preference. All replies

MIGHTY PAGE SHOWS
Covington, La., this week.

MID-CONTINENT EXPOSITION

"AMERICA'S SHO' BEAUTIFUL"

WANT FOR LAKE CHARLES, LA.

Heart of the City—7 Big Days and Nights.
With bona fide dates to follow in Louisiana, Mississippi and Florida. "Out All Winter."
RIDES—Will book or buy small Merry-Go-Round, Spit Fire, Fly Plane or Caterpiller. SHOWS—10-in-1, Minstrel, Snake, Iron Lung, Monkey or Animal Circus. Low percentage. CONCESSIONS—Bingo, Weight, Photos, Hoop-La, String, Gallery, Cookhouse or Grab, Age. HELP—Foreman for Mix-Up. Help on all Rides. Tower Man; also A-1 Electrician. CAN PLACE General Agent with car, also Billposter and Special Agent.
The following please contact: Harry Shiver, Tom Terrell, W. E. Jacks and Steve Allen. Will buy for cash another 25 or 30 Kw. Single Phase Transformer in good shape. Louis Cutler wants Agents for Wheel, Buckets and Ball Games. Watch for our special announcement in the coming "Convention Issue."

JAMES (JIM) MORAN, Bus. Manager — All wires and correspondence to Kinder, La., this week, downtown city park; V.F.W. Fair, Lake Charles, La., the Big One next); then per route.

TED WOODWARD, Owner & Gen. Mgr.

WANT PIN STORE AGENTS

Winter's work in Florida. Positively no drunks tolerated. Must know store and mill work. Reply

EDDIE YOUNG, BLUE RIBBON SHOWS
Moultrie, Ga., this week.

POP CORN

PURDU-POP BRAND HYBRID—DIRECT FROM PROCESSOR TO YOU
Processed to 100% efficiency 16 new, up-to-the-minute plant. Very highest popping expansion—best of the hybrids. Get up to $185.00 per bag. Price: 1 TO 5 BAGS, $9.00 PER HUNDRED; 5 TO 50 BAGS, $8.75; ALL available.) Our lot prices on account. (Moisture proof bags when

THE RAMSEY POPCORN CO. Ramsey, Indiana

CENTRAL AMUSEMENT CO.

WANTS FOR BALANCE OF SEASON

INCLUDING

MT. OLIVE COMMUNITY FAIR
MT. OLIVE, N. C., OCTOBER 28-NOVEMBER 2

SWEET POTATO FESTIVAL
TABOR CITY, N. C., NOVEMBER 4-9. BIG HARVEST—MARKET HIGH

ARMISTICE CELEBRATION
ANDREWS, S. C., NOVEMBER 11-16, NEW CHEVROLET GIVEN AWAY

JR. CHAMBER OF COMMERCE FAIR
SUMMERVILLE, S. C., NOVEMBER 18-23. STREET CELEBRATIONS—DOWNTOWN LOCATION

TWO MORE SPOTS TO FOLLOW

WANT RIDES—Tilt, Octopus, Roll-o-Plane, Spitfire, Fly-o-Plane, Rocket, Rideo-O or any Flat Rides.

WANT SHOWS—Can place any worth-while shows with own outfit and transportation.

WANT CONCESSIONS—Fishpond, Duck Pond, Bowling Alley, Age-Scales, Hoopla, Photos, Ball Game, Penny Pitch, Shooting Gallery, Custard, Candy Apples and Floss, Grab Cookhouse, Popcorn and any Grind Stock Concessions. Also want percentage games.

WANT AGENTS for Stock and Percentage Concessions.

WANT TO RENT Light Plants for week of October 28. Will pay top money for plant or plants developing up to 100 kw.

Working people drawing big wages here. Everybody is busy, crops all being harvested steadily, markets highest in years.

Money is plentiful in this territory. Be sure to get yours. No grift, no gypsies at any time.

All Address

SHERMAN HUSTED, Mgr.
CENTRAL AMUSEMENT COMPANY, SCOTLAND NECK, N. C., THIS WEEK

"ALL THAT THE TITLE IMPLIES"

JAMES E. STRATES SHOWS

"AMERICA'S BEST MIDWAY"

CAN PLACE FOR N. E. FLORIDA STATE FAIR
JACKSONVILLE, FLA., NOV. 12-23

Monkey Show or Wild Animal Show, Legitimate Concessions—Bingo, Scales (sold). Want for Winter Quarters: Wagon Builder, Carpenters, Mechanics, Painters, Welders, Scenic Artists.

—SHOWMEN—

We solicit new and novel attractions and will finance capable and reliable Showmen who can produce attractions of merit and capable of getting money. Sober and reliable Carnival Help for 1947. Address:

JAMES E. STRATES, Gen. Mgr.
CASTONIA, N. C.

CARNIVAL EQUIPMENT FOR SALE AT ONCE

TO SETTLE AN ESTATE

One No. 5 Ferris Wheel with new power unit, also Trailer; one Smith & Smith Chair-o-Plane, 24 seats, perfect condition, also Trailer; one forty-foot Allen Herschell Ideal Merry-Go-Round, perfect, with new Top, Organ and two Trailers; one Eyerly Double Loop-o-Plane, perfect, has Front Ticket Box and Trailer for same; one complete Office Trailer; two 14x18 Ball Games, complete with new canvas; one 75 Kw. Transformer, mounted on Ford Truck; plenty of new Cable, all Switches and everything in perfect condition; one new 37½ Surelite Power Plant, new, never used; two new 20x40 Tops with Fronts. Wire or phone your best offer on any of the above equipment. All must be sold at once. All address:

S. W. NICKERSON
350 WEST WASHINGTON STREET FRANKFORT, INDIANA

B. & H. AMUSEMENT CO.

WANTS FOR BARNWELL COUNTY COLORED FAIR
Barnwell, S. C., week Oct. 28th thru Nov. 2nd.

Any Concession working for 20% with stock, Popcorn, Peanuts, Snow Ball, Candied Apples. Want Rides not conflicting with what we have. Wire. This fair has a free gate and you work full six days. All wires and letters to

JOHNNIE HOBBS
B. & H. SHOWS, SALLEY, S. C.

LAST CALL LAST CALL

FOR SAVANNAH, GA., COLORED FAIR

Right in the heart of town, week October 28, and then into Florida, including the Kingdom of San Fair, Ocala, Fla.

Can place Octopus, Flyoplane, Spitfire or any other major Ride.

Shows of merit, including organized Colored Minstrel, with or without top.

Concessions of all kinds.

Can use one more Free Act; Jack Perry, contact.

Can place Ride Help in all departments; those driving semi-trailers preferred. Write or wire this week, Conway, S. C.

BARNEY TASSELL UNIT SHOWS

JONES GREATER SHOWS

WANT FOR COFFEE COUNTY FAIR, Douglas, Ga., week October 28, and JOHNSON COUNTY FAIR, Wrightsville, Nov. 4

SHOWS—Can place Side Show with or without own outfit. Liberal terms. Also want Wild Life or Animal Show. Can place Girl Show for these dates or any other worth-while Attraction. Party that called from Hendersonville, wire.

CONCESSIONS—Can place legitimate Concessions of all kinds. Address

JONES GREATER SHOWS Dublin, Ga.

PINE STATE SHOWS

Want for the great Pamola and Tate County Fair and Horse Show, October 28 to November 2, Fairgrounds, Senatobia, Miss.—Concessions of all kinds. All Eating and Drinking open. No exclusive for this date. Any Shows or Rides not conflicting. Want any Flat Ride or Roll-a-Plane. All address

MANAGER PINE STATE SHOWS
Cotton Carnival, Calhoun City, Miss.

BRUNSWICK, GEORGIA

TWO WEEKS BEGINNING OCTOBER 21
THE GREAT SOUTHERN EXPOSITION

WANT Stock Concessions, major Rides not conflicting and Ride Help. URGENTLY NEED MERRY-GO-ROUND. Playing heart of city. All replies to H. G. AYERS, Owner and Mgr. FRED WEBSTER, Bus. Mgr.

WANTED WANTED WANTED

GUIN, ALA., FAIR THIS WEEK, OCT. 21 to 26

CONCESSIONS—Cake Bottle, Candy Floss, Bumper, High Striker, Stum Grinder, Roll Games, Cork Gallery or any Legitimate Store. No conflicting. Ride Help that Drive Semis. SHOWS—Girl Revue, Illusion Show, Wild Life. This show out until Xmas. Forty miles, Grooks, save your time, you won't last here.

FAY'S SILVER DERBY SHOWS, E. J. Fay, Mgr.

NEW IMPROVED

SPITFIRE RIDES

NOW SCHEDULING 1947 PRODUCTION

FRANK HRUBETZ & CO.

Front and Shipping Sts. Salem, Oregon

MODERN IMPROVED

CHAIRPLANE — KIDDIE AIRPLANE SWING

NO MIDWAY IS COMPLETE WITHOUT THEM
PLACE YOUR ORDER NOW FOR 1947
SMITH & SMITH, Springville, N. Y.

POPCORN SUPPLIES

We have a complete line of Popcorn Supplies, Popcorn, Seasoning, Cartons, Bags and Salt. On Popcorn we have both Hybrid #31 and #38, both high popping ratio, at $9.75 per hundred. Line up with Gold Medal—We take care of our customers.

GOLD MEDAL PRODUCTS CO.
818 E. THIRD STREET CINCINNATI 2, O.

Majestic Greater

DURHAM, N. C., Oct. 19.—Week ended October 12; auspices, Durham County white fair; weather, three days of rain; business, good when open.

Threatening weather didn't keep crowds away, and all enjoyed a good night's business. Heavy rain and wind completely ruined the night. Shavings crew, in charge of George Bradley, did a good job of getting lot in shape Wednesday, but rain again kept customers away. With fair weather Thursday and Friday, a nice week was piled up. Several thousand children were on the lot Saturday but rain ruined the matinee. It cleared up at 6 p.m. but got cold, and business, altho satisfactory, was not what it should have been.

Whitey Johnson, manager of the Belton Shows, visited, as did Tom Mason, who had a public promotion here. William (Pete) Vinson, who underwent an operation on an infected finger, is recuperating. Members of the Renton family, who visited, reported that Al, of Side Show note, was to enter a hospital here for a major operation. Kolcoma, formerly with the Mighty Sheesley Midway and now mayor of Sykeston, a little community near here, visited.

Luke and Anna Lee King joined with their Jig Show. Rocket, owned by Dick Bradford, joined here. Dick, owner of the Paramount Shows, visited. Owner-Manager Sam Goldstein was complimented on the size and looks of the shows, which now boast 12 rides, nine shows and Freddie Reckless' high pole act.—HARRY E. WILSON.

Triangle

SOUTH BOSTON, Va., Oct. 19.—After a "not too satisfactory" week in South Norfolk, shows moved here for the Halifax County Fair the week ending October 12. Jump of 178 miles from South Halifax was made in excellent time without mishap.

Equipment was on the grounds Sunday (6) shortly after noon, before the arrival of lot superintendent, Frank Shepard. Governor Tuck lives here, and at the request of Fair Secretary Wiltshire, opening of the midway was deferred until following day, when the governor officially opened the annual. Some folks spent the free Monday visiting and taking in the movies.

The concert and other State officials spent several hours on the midway and grounds Tuesday. Rain hurt, and took the edge off the day, which otherwise looked big, as it was Kids' Day.

Rain practically killed business Wednesday, washing out the grandstand shows and having a deadening affect on the midway. However, attractions continued open and did a little business. Rain stopped Thursday afternoon, and the day's business was excellent.

Folks from other shows playing near-by visited here.—A. C. BRADLEY.

Virginia Greater

WADESBORO, N. C., Oct. 19.—Week ended October 12; auspices, American Legion; business, satisfactory when weather permitted.

Show moved here from Dunn, N. C., and Monday night's opening was very satisfactory. Tuesday night was lost due to the hurricane and rain. Only damage was to Bob Coleman's bingo, which was ripped all the way down the center. Everyone helped Bob get his stock under cover.

Storm did not subside until noon next day. Show opened Wednesday to fair crowds, altho weather had turned cool. Joining here were Mr. and Mrs. Sinclay with two ball games and Mr. and Mrs. Dave Linebarrier with popcorn and candy apples.

After the midway closed Wednesday night, a big party was held in the bingo top celebrating the 23d wedding anniversary of Mr. and Mrs. Nicco Masucci. Turkey and other refreshments were served and the Masuccis received many presents. Manager Rocco and William C. Hill saw that everyone had a good time. Guests included Francis E. Liles and others of the Legion committee. Mr. and Mrs. Morgan, Sheriff Ratliff, Chief of Police Smith, Walter Mangum, Judge Hill, and Vic and Mattie Davis, all of Monroe; Frankie Carleo, Mrs. J. R. (Juggie) Smith, and Mr. and Mrs. T. B. Bass, son and daughter-in-law of Mrs. Noel Bass, of Burlington, N. C.—RONALD PRUE.

Mighty Page

HATTIESBURG, Miss., Oct. 19.—Week ended October 12; location, city limits; auspices, DAV; weather, fair; business, fair.

Slouching at Demopolis, Ala., Friday (4), shows moved here for a Monday (7) opening. En route many of the personnel visited John R. Davis's World Fair Shows at Meridian (Miss.) Fair. Octopus semi was wrecked just out of Meridian, and Ben Fullbright and another man were injured.

Returns Monday were only fair and business continued in that category all week. Local boys created considerable trouble Wednesday night, but the situation did not develop seriously. E. S. Pond, Ferris Wheel foreman, fell from the top of his ride, but his injuries were not serious. Rain marred the night's business, as did cold weather Friday night. Kid matinee Saturday was above average, but night returns were the lowest for any Saturday all season. Local radio station and committee co-operated. However, considered from all angles, Hattiesburg wasn't worth the effort.

Demopolis the previous week was often a worse stand than Uniontown, Ala. Org opened September 30 to a small gate, which did not increase materially all week. What few did come spent little more than the gate admission and that grumblingly. White's cookhouse joined, and Riley Bain closed with his grab joint and Kiddie Ride.—ROBERT S. OVERSTREET.

Blue Ribbon

NEWMAN, Ga., Oct. 19.—Week ending Saturday (5) at the Georgia American Legion Fair here was good, with the last three days big.

Eddie Young, manager, suffered an attack of pleurisy and was absent from the lot the last three days. Shows had many visitors from Atlanta and entertained several Florida fair officials. Mr. and Mrs. E. L. Roth returned to Jacksonville Beach, Fla., after a week's visit on the shows. Dolly Young is looking forward to a week with relatives when shows play the J. C. Fair Grounds at Thomasville, Ga., the last week in October. Mr. and Mrs. E. B. Braden were entertained by Dolly Young, and many stories of old times were cut up.

Shows go to Central Georgia Fair, Milledgeville, Ga., from here.—DOLLY YOUNG.

HAVE EIGHT-CAR WHIP

Would book for winter months in Florida resort or will sell same. Address:

DOUGLAS HODD
Care James E. Stratos Shows
Castonia, N. C., this week

FOR SALE

One Single Loop-o-Plane, like new, complete with Power Motor Set, new Switch Assy. with 1942 Ford Truck with 1942 motor in it. All reload to Exc. 8-Car Whip. Complete with motor. Price $500.00. Also have 2 new Roll Downs made out of 8 in. material, very nice. $25.00 each. All sealed.
BOX 23, Oberlin, Kan. Phone 197.

TENTS

CIRCUS, CARNIVAL
CONCESSION

IMMEDIATE DELIVERY

20x30—20x40—20x60—
30x60—40x60—40x80, etc.
Olive Green, Flameproofed.

Flameproof your tents with Hoopers Liquid Flameproofing Compound. Colors—Khaki, Forest Green, Royal Blue, Olive Green and white.

UNITED STATES
TENT & AWNING CO.
2315-21 W. Huron CHICAGO 12
Chicago's Big Tent, House Since 1870

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MERRY-GO-ROUND
TENTS
CENTRAL
Canvas Company
HARRY SOMMERVILLE—FOREST GILL
421 West 8th Street Kansas City 6, Mo.

CARNIVAL TENTS
All sizes.
Also 20x30, 30x40, 31x45, 40x70.
SIDE WALL
ORDER NOW FOR NEXT SEASON.
D. M. KERR MANUFACTURING CO.
7054 W. Grand Ave. Chicago 23, Ill.

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Write—Wire—Phone
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RODEO STOCK
FOR SALE
Roping Calves, Dogging Steers, Bareback Horses, Saddle Broncs, Brahma Bulls and Equipment.
JOS. A. MRAZEK
5660 Gravois St. Louis 16, Mo.

FOR SALE
Dealer's Custom Panorama Trailer with Double Vacuum, $750.00; Caterpillar, new motor and tires, needs new tube and platforms, $1,200.00; Silver Bronze Bead Blower, complete with Pressure System, Sidewall Trailer and Tools, $600.00; 6 Exhibit Card Vendors, $30.00. 50-foot Aluminum Extension Center Pole on wagon, like new, $250.00. Address:
KEN MURRAY
20x 264 BLOOMINGTON, ILL.

WANT
GENERAL MANAGER
Must know all phases of the carnival business.
WM. T. COLLINS SHOWS
206 Erie Street ST. PAUL, MINN.

THE SANDFORD HOTEL
Special Attention to Showfolk
SAN DIEGO, CALIFORNIA
FRANK ODOM, Manager

WANT FROZEN CUSTARD
Wanted on truck or trailer, factory built. State first letter. Territory played this season, gross per set per season. Prefer one booked on good route. Have cash if you have what I want. Will buy, consider one located in good park or resort.
BOX D-947, The Billboard, Cincinnati 1, Ohio.

World of Mirth

RALEIGH, N. C., Oct. 19.—Org arrived here Sunday night (13), and everything was in readiness for the North Carolina State Fair preview the following day. Official opening was skedded for Tuesday (15), but Monday, advertised as preview night, offered a full performance of a George A. Hamid show and Jack Kochman's Hell Drivers in front of the grandstand and the midway attractions shared in the bash.

With only three days of really good weather in Charlotte, General Manager Frank Bergen reports grosses as being on the phenomenal side. Train crew and tractor drivers kept the midway in good condition despite plenty of rain.

Mr. and Mrs. Jim Hodges, owners of the new Looper, were in from Salisbury, N. C., and expressed satisfaction with the manner in which the ride is being accepted. Bergen, Johnny Anderson and org's press agent, Lew Hamilton, teamed up to host 80 members of the Charlotte Red Seal Boys' Club. On Friday (11) 125 carriers from *The Charlotte News* and 100 from *The Charlotte Observer* were guests of the show.

Pat Rose King, wife of Dada King, Bucky Allen's concession secretary, is mourning the loss of her father, who died Tuesday (15) in New York. She had flown from Charlotte to New York and was with him during the last hours. Jim McHugh, of *The Billboard*, visited the shows several days.

Oscar (Skeeter) Adams, talker on Joe Sciortino's Girl Show, and Allyne Withers, who handles candy with the same show, were married September 21 in Allentown, Pa., the wedding taking place on the stage of the Girl Show after closing hour, with Rev. Clarence Worth officiating. The following have been invited to a wedding party to be held this week: Frank Bergen, Bucky Allen, Lew Hamilton, Mr. and Mrs. Charles Holiday, Dick Mack, Blondy Mack, Mrs. Vernon Buck, Jimmie Dea, Joe Sciortino, Ginger Rae, Mr. and Mrs. J. L. Edwards, Red Cooley, Georgia Brown and Willie Stein. — LEW HAMILTON.

Bistany's Greater

GAINESVILLE, Fla., Oct. 19.—Org moved in here this week for its first Florida fair date. Event, sponsored by American Legion, was preceded by heavy advertising by show and sponsors. Shows went in strong for lighting and radio spots.

This is a college spot, and today alongside of the midway, a huge crowd was expected to see football game. Hotels and tourist camps have been engaged for weeks, and it was difficult for org's personnel to get located.

Harvey (Doc) Arlington, who spent the summer with the Blue Grass Shows in Indiana and Kentucky, joined in Jacksonville, Fla., previous stand, a two-week still date. He is handling the office duties.

Two high acts and a free circus in the back end are offered here and will be carried thru the winter, according to present plans. General Agent Kelly says he has the show booked until the holidays, when it is to close for two weeks and then resume.

General Manager Leo Bistany expected two new rides and a Minstrel Show to be added here.—HARVEY (DOC) ARLINGTON.

PHONE MEN
Program Tickets and Banners.
4TH ANNUAL ARMISTICE DAY BALL
AURORA, ILLINOIS.
No Lush—Phone 6655.

★ NO PRE-HEATING
★ POURS EASILY
★ MEASURES ACCURATELY
★ THE LIQUID SEASONING WITH THAT BETTER FLAVOR

Popsit plus!

It's a fact—POPSIT PLUS will pay more cost—because not a drop is wasted—it's liquid—pours easily from the handy spout can, permitting accurate measurement in every popping. Made from the finest oil, this sensational, modern seasoning, carefully flavored and colored at the ordinary, produces popcorn with a "more and more appeal" that sells for more! Ask your dealer for the one and only—POPSIT PLUS!

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C. F. Simonin's Sons, Inc.
REFINERS • ESTABLISHED 1876
3450 N. Belgrade Street • Philadelphia 34, Pa.

SEASONING SPECIALISTS TO THE NATION

CRAFTS 20 BIG SHOWS
—WANT—
CARPENTERS, BUILDERS, MACHINISTS, WELDER, SCENIC ARTIST, SIGN PAINTER
FOR
WORK IN WINTERQUARTERS, OPENING DECEMBER 1, 1946
Desire sober, reliable men who want a permanent position with America's Largest Motorized Carnival. Enjoy Sunny California the year 'round. No wind, rain or mud.
Contact us today, stating capabilities, past experience and references.
CRAFTS 20 BIG SHOWS, INC.
7283 BELLAIRE AVE. N. HOLLYWOOD, CALIF.

WANTED! WANTED!!
IMMEDIATELY
About 40 Lusse Scooter Cars
State how old and in what condition.
Also in the market for other equipment for a Scooter Ride
What have you?
FRED SINDELL
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We Manufacture the Perfect
ELECTRIC PENNY PITCH
All new material! Takes any coin pitched (that's real action). Works on A.C., D.C. and batteries. $49.50 complete. Immediate delivery. Write for pictures and literature.
STANLEY GERSH
PERFECT GAMES CO.
SAM GARNER
2894 West 8th Street Phone: ES-planade 2-4383 CONEY ISLAND 24, N. Y.

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 25 cards, $3.50; 50 cards, $6.00; 75 cards, $8.50; 100 cards, $9.50; 150 cards, $13.25; 200 cards, $17.50; Executive 3,000 cards, $75.00. Numbering 3,000 cards, 95 per 100 for cards only—numbers set fully assorted, No. 3 cards—Green, Yellow, Blue, Pink—Any lot of 50 or 100 cards, per card, 6c.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 runs across the cards—end up and down. Ideal weight cards. Per set of 100 cards, fully cut, calling markers, $3.00.

LATEST WRITING BINGO CARDS

White, Green, Yellow, Blue, Pink, assorted. 100 cards, 5x7, heavy stock, per set, $3.00. 2,000, size 5x7, per 100, $3.00. 3,000 to 10,000, $1 per 100. Calling markers, extra, 50c. Pinp-Pong Balls, painted 2 colors, ... $30.00 Replacements, Numbered Balls, Ea., ... .50 3,000 Jack Pot Tickets (strips of 1 number), per 1,000 ..... 1.25 M. & V. Yellow 100 ..... 2.00 3,000 Small Size "Brownie" Bingo Sheets, 2 colors, pair of 25, Blue, 4-6, per 1,000 ..... 1.25 5,000 Featherweight Bingo Sheets, 81/2x18, laser, per M ..... 1.40 Corn Poppers, 3 Size, 8/16, 12/16, ... .75 Nickel Play Bingo Boards, 10x14 ..... 12 Nickel Play Boards with Quick Wood Ball Markers, Master Boards 8 Game layout for ..... 15.00 This Finest Modern, brown cloth ..... 2.00 All above prices are transportation extra. Cashier and tamale cards free. Reasonable deposit required. Immediate delivery.

J. M. SIMMONS & CO.
19 W. JACKSON Blvd., Chicago 4, Illinois

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IMPORTANT TO THE SHOW TRADE

CHANNEL STRIPS
15, 20, 30 and 40 Watt
SIMPLE INSTALLATION
Immediate Delivery!
Write-Wire-Phone ★ Prices on Request
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ABRAMS LIGHTING
Manufacturers
Dept. BC, 113 N. 7th St., Philadelphia 6, Pa.
Walnut 2-6787

MERRY-GO-ROUND
FOR SALE

Philadelphia Toboggan, 3 abreast, 46 Horses, in very good running condition, complete with Electric Motor, German Organ and P. A. System. Very reasonable. Write to:

BRUNO PACY
20 Grove St. Haverhill, Mass.

PHOTOMACHINES

Quick Delivery. Straight, double, triple. 10 sizes. Bust to full length. Glamour only or cartoons complete. $2 or 1 piece.

Write—phone—wire.

Federal Identification Co.
Dept. R, 1012 N. W. 17, Oklahoma City, Okla.

WILD LIFE EXHIBIT
FOR SALE

Tan and a half Dollar Truck, first-class condition, new front; eighteen crates full of Animals, twenty by fifty Tent. Can be seen at

Omar's Greater Shows
Week October 20th to 27th, Jena, La.

FROZEN CUSTARD

For Sale—New Steam Custard Machine, 35 Gal. an hour capacity, with bobbing cutout installed in an all steel trailer, cupboard with hot water sink and fluorescent lights. Write, call, wire

HERBERT GAY
410 W. THOMAS Phone 6S6W HAMMOND, LA.

WILL PAY CASH FOR USED RIDES
All or Any Part

When they won't run any longer don't junk 'em, sell 'em to us. ALSO WURLITZER BAND ORGANS. E. T. WADE, 18860 Lindsay, Detroit 37, Mich. Phone: Vermont 5-5823.

CLUB ACTIVITIES

Showmen's League of America

400 So. State St., Chicago

CHICAGO, Oct. 19.—President Fred R. Kressmann presided at the Thursday (17) meeting. Also at the table were Walter F. Driver, treasurer; Joe Streibich, secretary, and three past presidents, Ernie A. Young, Frank P. Duffield and Jack Nelson.

Chairman Al Wilson and Al Sweeney, of the banquet and ball committee, reported the December 4 event will be held in the Sherman Hotel and not in the Palmer House, as originally planned. (For details, see story in General Outdoor section.)

Eddie O. Conners was reported in a serious condition in Misericordia Hospital, Milwaukee; Edward A. Hock, past president, as resting at the American Hospital; William J. Coultry, still confined, and Comedee released from a sanitarium and feeling fine; and H. D. Wilson and John U. Lefebvre, still on the sick list.

President Kressman appointed S. T. Jessop chairman of the registrations during the banquet and Bernie Mendelson and Rev. Marcel Le Voy in charge of the memorial service December 11. Mr. Kressman said he had started arrangements for the President's Party December 1.

Membership application of Eugene Happy Maxwell was presented and posted. George Flint, Richard Miller and William P. Conway voted in for the meeting. Callers during the week were John Gallagan, en route to Rochester, N. Y.; H. L. Lorber, in town on business; Al Kaufman, en route to Shreveport, La., Ralph Anderson and W. L. McCoy.

The nominating committee submitted its slate of officers for the annual election. (For details, see story in Carnival section.)

Ladies' Auxiliary

The nominating committee met October 17 in the Sherman Hotel. Ticket for the ensuing year will be announced later. Members of the committee are Mrs. L. M. Brunwee, Mrs. Edward Hock, Mrs. Marie Brown, Mrs. Nan Rankine, Claire Soyeur, Esther Meyers and Bessie Mossman.

Letters were received from Clara Zeiger, Florence Ketring, Myrtle Beard, Dolly Young and Hattie Wagner. Members are grieved to learn of the death of Isabel Branson's mother and of Pat Seery's aunt, Mrs. M. J. Sullivan.

Lillian Woods, treasurer, is back in town. Hattie Wagner plans to go to Hot Springs within the next few weeks.

The secretary, who reports award books are coming in nicely, asks that all members send in their books upon disposal. She also reports the '47 dues are coming in at a good rate and reminds members who have not yet remitted to do so.

Michigan Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, Oct. 19.—First fall meeting drew 148 members. On the rostrum were President Harry Stahl; First Vice-President Roscoe Wade; Second Vice-President Ben Morrison; Third Vice-President Robert Morrison; Treasurer Louis Rosenthal; Executive Secretary Bernard Robbins; The Billboard correspondent, H. P. Peters, and Past President Jack Diekstein.

Those present were impressed with the improvements on the meeting halls and the dining and recreation room. Memorial services were held for H. (Pete) Wheeler, son of Pop Wheeler, prayers being read by Chaplain Arthur Gryzan.

Fifteen new members were ad-

(See MSA on opposite page)

Pacific Coast Showmen's Association

6231½ S. Grand Ave., Los Angeles

LOS ANGELES, Oct. 19.—Big feature of the Monday (14) meeting was President Mel Smith's turkey dinner at the clubrooms to which members of the Ladies' Auxiliary were invited. Affair was attended by more than 150 members and friends.

Vice-President Bill Hobday conducted the business meeting, which preceded the dinner. Also on the rostrum were Vice-President Harry Fisher and Secretary Ed Mann.

Twelve new members were elected to the club: Harry E. Shreve, Bill Nordyke, Jerry O'Brien, L. B. De-Wayne, Delmar Greene, Joseph Gould, Albert E. Smith, William C. Bradley, Oscar Hollander, Richard F. Ries, L. R. Jones and Joseph D. Moore.

Richard F. Ries and Jerome Haifley were formally initiated. Sick and relief committee reported Clyde Gooding out of the hospital and recuperating at the home of his brother, Homer, in Reseda, Calif.

Roy Rosard accepted the post of chairman of the house committee, vacated by Joe Steinberg, who resigned because of pressure of other business.

Ladies' Auxiliary

Peggy Forstall, past president, was in the chair Monday (14) at the first board meeting of the fall season. Mabelle Bennett, first vice-president, presided at the Ladies' meeting. A large attendance enjoyed a turkey dinner donated by President Mel Smith of the men's club.

Margaret Farmer, past president, and Marie Jessup were reported on the sick list. Correspondence read included letters from President Betty Coe, Doris Douglas, Mary Ernst Wills, Daisy Jacobs, Cecilia Swalm, Tillie Haggerty and Clara Zeiger, and a note from Mabel Stark and Mimi Gameau sent from the boat, Matson Line, en route to Honolulu and the Fernandez Circus.

Doris Douglas, of the Douglas Ravens, was in the names of three new members. Virginia Bachler, Helen K. Henn, Wilma Housman, Jenny Perry, Cindi Manley, Pauline Crawford and M. Aldridge, present after an absence, spoke.

Bazaar articles were sent in by Sue Cummins, Larrie Praxy, Doreen Dyke, Opal Manly, Edith Hargrave and Mary Wills. The ladies have been invited to the men's party October 21.

Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Oct. 19.—First fall meeting drew 50 members. President Chester I. Levin presided, with Secretary G. C. McGinnis and Treasurer Harry Altshuler present.

Financial report showed the club had added greatly to its bank account during the summer. Acknowledgment was made of a $25 gift from Wayne Hale Shows. Club voted to contribute to the Community Chest Drive, as it had in previous years.

Norris Cresswell, banquet and ball committee chairman, gave a detailed report on committee activities. He reported a number of well-known entertainers had assured him of their intentions of being present at the New Year's Eve event, which will be held in the Georgian Room of the Hotel Continental.

President Levin said the club had made reservations for the SLA banquet and convention, and advised members planning to attend the Chicago event to communicate with Secretary McGinnis, who is arranging for a Kansas City group attendance.

National Showmen's Association

1564 Broadway, New York

NEW YORK, Oct. 19.—It was erroneously stated in a item letter to members that the banquet would be held November 25. The date is November 27. Eligibility committee will consider approximately 20 applications at its next meeting, including 18 sent in by Johnny J. Jones. Benefit on the Johnny J. Jones shows netted $1,000. Photos of members are being solicited in the parlors and in the main hall. Eight by 10-inch size is necessary to maintain uniformity. Luncheon is being operated by Mrs. Rose Silver. Contributions have been received from Joe Greengrass, Mrs. Barney Gerety and George Leonard. Visitor included Bibs Malang, Ralph Endy, Whitey Merrill, Moe Elk, Al Katzen, Harold Hodgett, Pat Schiltz, Sid Goodman, Jack Greenspoon, H. G. Hockett, Jack Ratcrink, Mel Smith and Art Lewis.

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Show Folks of America

1191 Market Street, San Francisco

SAN FRANCISCO, Oct. 19.—President Sammy Corenson conducted the Monday (7) meeting. Roll call revealed the absence of Second Vice-President Pat Treanor. Corenson introduced Jack Christon, of Mike Krekos' West Coast Shows, co-chairman of *A Show Within a Show* at the cemetery fund at Vallejo Tuesday (15).

Elected to membership were Edward J. Staples, Bill Darby, Merritt Miller, Lois Marie Low and William Harry Cole.

Members and guests presented were: James Doyle, John Chism, Sunny Taylor, Jack Christon, Ivan Gilligan, Mr. and Mrs. Orrie Bloom, Thomas O'Toole, Red Deering, Joe Reito, J. J. McCarron, Mr. and Mrs. Sullivan, Mrs. Eunice Houser and Frank D. (Cy) Perkins. First Vice-President Harry Seber presented Whitey Clair, donor of the flagpole for Show Folks Rest. Late guests were Mr. and Mrs. Harry Farmer, Mr. and Mrs. Curtis Prosser, and Mrs. Edmond Tait, past president of the Ladies' Auxiliary, Pacific Coast Showmen's Association.

President Corenson read a letter from Harry Rogers, withdrawing as candidate for presidency and Mary Bride moved a rising vote of thanks be given Rodgers for making the choice of Harry Seber for president unanimous.

Sick and relief report: Nellie Baker, in the Marine Hospital, sent a $10.00 check as commission on Christmas cards sold for the cemetery fund. Mrs. Boehm visited Mary Mackin, who is improving. Mrs. W. T. Jessup is in O'Hara Hospital, San Jose, and flowers were ordered sent to her. Fred Romero reported Harry Reynolds still improving. Mr. Doloff was also to enter Marine Hospital.

Fred Weidmann, chairman, reported on the board meeting. After a report by Albert Roche on a new location for the club, a committee, consisting of Harry Seber, Milt Williams and Albert Roche, was appointed to investigate further. The ball committee was given full authority to proceed as it sees fit in raising money for the cemetery fund at the ball December 7.

Donations to the cemetery fund: Malcolm Kline, $5; Karl T. Leonard, $2; Mr. and Mrs. Orrie Bloom, $10. A check for $1,500 was ordered sent to Mt. Olivet Cemetery as payment on lots.

Red Deering donated 10 pounds of sugar. Sunny Taylor was to marry Jerry Cirincenni in the clubrooms October 21.

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STANDARD ROLL-O-PLANE
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J. R. SHERIDAN
57 Washington Ave. West Haven, Conn.

Arizona Showmen's Assn.

317 W. Washington St., Phoenix, Ariz.

PHOENIX, Ariz., Oct. 19.—After being closed for the summer, headquarters have been reopened. Plans are being made for a big open house in the near future. Visiting showmen are reminded they will always be welcome. Clubrooms were redecorated recently, and a new refrigerator was installed. New stationery and membership cards have been designed and printed by Andy Chuka, a member.

Among recent visitors were Ed Smithson, general agent for the Siebrand Shows; Arthur Hodkinson, agent for Zeigler Shows, on his way to book a few more dates; Milt Cohen and Perry Mackay, en route to Los Angeles; Harry Perry and Harry L. Gordon, who had been on Clyde Beatty Circus advance, and James Wayne Morris, here for election work.

Also Louis Wald, in town for few days; Hank Carlyle, club president, who will be back to spend the winter; William L. (Cannon Ball) Bell, first vice-president, who plies his own plane when commuting between Yellow Stone National Park and phoenix, and J. B. Mack, former club custodian, who has returned for the winter.

Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, Oct. 19.—Clarence Allton, first vice-president, presided at the October 10 meeting in the absence of President Lucille Dolman. Other officers on the rostrum were Lillabelle Williams, fourth vice-president; Harry Levine, treasurer, and Marie Bailey, secretary.

Among communications read were letters from John R. Castle, A. Sidenberg, Tillie Palmateer, Walton de Pellaton; George Laurman, Show-folks of America; Alierita Foote, Virginia Kline, Clara and Doc Zeiger, Rosemary Loomis, Inez Allton and Margo de Aguila, and a telegram from Delma Myers.

Chairman Moe Eiseman's progress report on the five-year booklet drew a pledge of withdrawal support from the members. Vivian Gorman and Martha Levine, reporting on the ball, asked for continued club cooperation and expressed thanks to recent contributors.

Elmer Greene was given a big hand when he said he would make and donate an illuminated sign for over the clubroom door and a sign to be placed on an easel in front of the building on meeting nights.

Mora Bagby, sick committee, and Violet Sucher, ways and means and entertainment committee, reported. Betty Perry, daughter of Bob and Jenny Perry, was added as a member. Joe Mead introduced his wife, Marie, also a new member. Called on to speak after a considerable absence were Jennie Reigel and Vera Downie.

MSA

(Continued from opposite page)

mitted. Roscoe Wade, chairman of the festival committee, turned over a substantial amount to the building fund. Jack Dickstein reported everything ready for the Halloween party October 31. Pat Patton and Marvin Keyes, of the house committee, came up with plenty of meat for the luncheon. Thanks were extended to George and Murray Kane for venetian blinds for the clubrooms.

A report was made by Second Vice-President Ben Morrison on his visit to Chicago and courtesies extended him by the Showmen's League of America.

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Tucson—Junior Rodeo Training Time Rodeo. Nov. 15-17. John Alexander, Box 414.

Arkansas

Booneville—Logan Co. Livestock Show. Oct. 24-26. George E. Lusk Jr.

California

Anaheim—Halloween Festival. Oct. 31. E. W. Modler.
Bowe Hot Springs—Turkey Show. Nov. 1-3. Hemet—Turkey Festival. Nov. 6-10. William Duden.
Madera—Old-Timers' Day. Oct. 28. Charles Mastellar.
Oakland—Armistice Day Celebration. Nov. 11. James A. Malcolm, City Hall.
Porterville—Am. Legion Armistice Day Celebration. Nov. 11.
San Francisco—National Livestock Expo. Nov. 15-24. Carl L. Garrison, 400 Market St.

Colorado

Center—Potato Show. Oct. 31-Nov. 2. W. A. Seidel.
Monte Vista—Junior Livestock Show. Nov. 1-3. William Drake.

Georgia

Atlanta—Shrine Circus. Nov. 11-17. C. E. Wilson, 624 Canada Av., E. W.
Brunswick—Harvest Festival. Nov. 4-9. Mrs. Bernice E. Grant.

Illinois

Chicago—Stadium Rodeo. Oct. 18-27. Sam J. Levy.
Chicago—Antiques Expo. & Hobby Fair. Oct. 21-28. O. C. Lapinier, 2616 S. Michigan.

Indiana

Montezuma—Halloween Festival. Oct. 30-31. Clyde L. Brown, Lions' Club.
North Judson—Indiana Muck Crops Show. Nov. 13-15. Roscoe Fryer, W. Lafayette.

Kansas

Augusta—Diamond Jubilee Celebration. Oct. 24-26. W. W. Orr.

Kentucky

Louisville—Pat Cattle Show. Nov. 8-8. Kenny L. Gerrard, Suburban Stock Yards.

Louisiana

Baton Rouge—Hereford Show & Int'l Rodeo. Nov. 3-6. W. M. Babin.
New Orleans—Parish Poultry Show. Nov. 15-18. Milton Walsh, 608 Charters St.
New Orleans—Shrine Circus. Nov. 27-Dec. 9.

Maine

Portland—Elks' Charity Circus. Nov. 18-25. Edward R. Twomey, 62 Free St.

Massachusetts

Boston—Flower Show. Nov. 14-17. A. Nehring, 100 Massachusetts Ave.
Worcester—Exposition & Circus, in Auditorium. Nov. 17-24. Edward O'Brien.

Michigan

Ionia—Pal Stock Show. Nov. 6-7. A. A. Griffith.
Middleville—Thornapple Community Fair. Nov. 5-9. Elton W. Lawrence.

Minnesota

St. Paul—Minnesota Poultry Show. Nov. 29-Dec. 1. D. Devoney, R. 2, Linden Hills, Minneapolis.

Mississippi

Senatobia—Panola-Tate Livestock Exhn. Oct. 28-Nov. 2.

Missouri

Kansas City—Ararat Shrine Circus. Oct. 28-Nov. 3. George M. Saunders.

Nevada

Carson City—Nevada's Admission Day. Oct. 31. R. D. (Red) Hall.

New Jersey

Atlantic City—Dairy Industries Expo. Oct. 21-26.

New York

Albany—Better Homes Show. Nov. 2-9. F. Dubinsky, Hartford, Conn.
New York—World's Champ. Rodeo at Madison Sq. Garden. Sept. 25-Oct. 27. Frank Moore.
New York—National Hotel Expo. Nov. 11-14. Arthur L. Lee, 221 W. 57th St.
New York—National Crafts Show. Nov. 17-24.
New York—National Horse Show. Nov. 4-8.
Rochester—Poultry Show. Nov. 27-Dec. 1.
Rochester—Shrine Circus. Nov. 11-16. Elmer Rehbel, 675 Main St., Rm. 4.

Ohio

Cleveland—National Aircraft Show. Nov. 15-24. Clyde Vanderburg.
Shiley—Fall Festival. Oct. 24-25. W. C. Richey.

Oklahoma

Tuttlehina—Lions Club Halloween Carnival. Oct. 31. Ed Foster.

Pennsylvania

Nazareth—Farm Products Show. Nov. 7-9. Paul R. Seifert.
Pittsburgh—Livestock Show. Nov. 19-21. A. J. Roth, Chamber of Commerce Bldg.

South Dakota

Sioux Falls—Auto Show. Nov. 28-Dec. 1. Dewalt T. Kieffer.
Sturgis—Poultry Show. Nov. 22-23.

Texas

Beeville—Hereford Show, Sale & Rodeo. Nov. 7-9. Edwin B. Bass, Box 467.
Fort Worth—Shrine Circus. Nov. 16-24. H. W. Collier, Box 1230.
Gilmer—Yamboree. Week of Oct. 21.
Houston—Shrine Circus. Nov. 1-12. John L. Andrew.
Liberty—Bi-County Negro Expo. Nov. 1-3. E. A. Pelmer.
Schulenburg—Dairy & Poultry Show. Oct. 24-26. I. K. Clerk.

Utah

Ogden—Ogden Livestock Show. Nov. 2-8. E. J. Fjeldsted, Chamber of Commerce.

Virginia

Roanoke—Poultry Show. Last week in Nov. J. J. Bower.

Wisconsin

La Crosse—Poultry Show. Nov. 12-16. George R. McDonald, Victory, Wis.
Madison—Junior Livestock Expo. Oct. 21-24. Arlie Mucks, Agri. Hall, Madison.
Milwaukee—Food Show. Oct. 26-Nov. 2. M. C. Perschbacher, 161 N. Broadway.

Canada

Toronto, Ont.—Royal Winter Fair. Nov. 12-20. W. A. Dryden.

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Any Grind Shows. Athletic Show Manager. Few Stock Concessions open. Well framed office Cook House to let. George and Mickey, wire. Crowell, Texas, this week; then per route.

American Carnivals Association, Inc.

—By Max Cohen—

ROCHESTER, N. Y., Oct. 19.—Notices of the association's annual meeting at Hotel Sherman, Chicago, December 2-6, will be sent to the membership about November 1, together with further details of program arrangements, which information will also be presented in this column.

Among other things, the program this year will include discussion and consideration of new materials and products now available to the industry and a detailed discussion of such important problems as taxation, public safety regulations, the new outdoor safety standard, and a report on public relations activities the past year.

It is anticipated the Public Relations Fund bulletin will be issued with the meeting notice, and anyone interested who has not received a copy within a reasonable time after November 1 is requested to communicate with the association's office.

As soon as copies of the new American Standards Association Outdoor Safety Code are available, distribution will be made to the membership. It is hoped the information will be available so it can be forwarded with the annual data, and the membership can study it prior to a discussion at the Chicago meeting.

We have received word that Associate Counsel Paul M. Conaway, Macon, Ga., will be present at the meeting. Walter Schafer, formerly of B. & C. Exposition Shows, was a recent visitor at the association's offices.

Word from Washington indicates trucks and tractors are being produced at an all-time high, although passengers cars are still under the '41 rate. Tire production now exceeds the pre-war rate, and althu lumber is being produced at an unprecedented rate, the supply is still below demand.

The September report of the Civilian Production Administration indicates plywood production has been increased by one-third and that radios are 55 per cent ahead of pre-war production. In spite of general information to the contrary, CPA figures show the general production picture to be improving. New York State Department of Agriculture lists 49 fairs in that State in 1946.

The War Assets Administration has available large quantities of aluminum material. We also have received from that agency a detailed list of all sales it has scheduled for October.

American Standards Association has furnished information on the manner in which standards are promulgated, so our members and others interested may have the information, if desired.

40,000 Attend Air Show At Gastonia (N. C.) Cele

GASTONIA, N. C., Oct. 19.—A police-estimated crowd of nearly 40,000 watched an air show at the municipal airport here Sunday (6) as the start of a week's program celebrating Gaston County's Centennial.

Other features included an industrial fair, parades and ball games.

Pioneer Quarters Open

WAVERLY, N. Y., Oct. 19.—Favored by good weather, a crew in winter quarters of the Pioneer Shows here has been able to make a good start on repair and painting of equipment. Plans are to frame several new fronts as soon as materials are available. Recent visitors were Popeye Horton, Raymond Ginther and Paul Merrick.

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R-B's Season Is Set To End Week Earlier

New Closing Date Nov. 28

JACKSON, Tenn., Oct. 19.—One week has been cut out of the route of the Ringling Bros. and Barnum & Bailey Circus, originally scheduled to close December 5. The new closing date is November 28. Final stand still is to be the winter quarters lot at Sarasota, Fla.

The season was shortened six playing days by the elimination of a two-day stand at Atlanta, the reduction of Richmond and Norfolk, Va., from three to two days each, and the decision to play Winston-Salem and Charlotte, N. C., one day each instead of two. In addition, Spartanburg, Va., was dropped from the route and Wayeross, Ga., was set in.

Turnaway at Memphis

Jackson was played Thursday (17) between two-day stands at Memphis and Nashville. Attendance here was slightly below the halfway mark at the matinee and better than three-quarters at night.

The show laid off Monday (14) for a 204-mile run from New Orleans to Memphis, which last year was a three-day stand. The Tuesday (15) matinee was on the light side, with Wednesday's considerably better. Night business, however, was big, with a turnaway Tuesday and near-capacity Wednesday. Bev Kelley, press chief, expressed gratification over cooperation from the press and radio stations. Fred Smythe reported the Side Show did more business than *(See R-B Closing Earlier on page 96)*

Fernandez Off To Good Start

But Hawaiian sugar strike causes worry over tour of isles to follow Honolulu

HONOLULU, Oct. 19.—E. K. Fernandez Circus opened here October 10 under auspices of the Latter Day Saints' Building Fund. Attendance at the opening was excellent.

The engagement here continues until November 3. The show then will make a three-month swing of the outside isles. Not a little apprehension is shown over a territory-wide sugar strike now going into its second month. Sugar is the islands' basic industry.

Highlights of the program include Rita Pratt, Nellie and Carolyn Dutton, ladders; Alex Acevedo, Bob Atterbury and Maurice Marmelejo, wire; Ida Mae Dutton, contortionist; Roy Barrett and Mr. and Mrs. Thomas, clowns; Frankie Lou Dutton, Bernice Atterbury, Rita Jo Pratt and La-Franchi, aerialists; Barrett Stahl's leopards; Vernon Pratt and his ponies, and Capt. Snyder and his performing bears.

Danny O'Donald emsees the vaude show, which consists of Colleano, O'Donald and Smith, comics; Billie and Norma Elliot, musicians; Nancy Long, acro dancer; Lucille York, singer, and Jem Tons Quartet.

W. P. Dutton manages the Side Show, roster of which includes Dallas Mizukami, one-man group; Mimi Garneau, sword swallower; Americo, India rubber man, and Pratt's performing monkeys.

CLYDE BEATTY CIRCUS played Augusta, Ga., recently day and date with the local Lions' Club Annual Circus. At the Beatty show's matinee, performers from the Lions' circus were guests of Clyde Beatty, and at night Mr. and Mrs. Clyde Beatty and other Beatty performers visited with the Lions' performers at the Auditorium. Left to right, above: Beatty; Edwin Williams, producer and director of the Lions' circus; Mrs. Beatty, and Steve Manderson, Lions' Club president.

Phoenix Gives Cole Big Play; Also Tucson

TUCSON, Ariz., Oct. 19.—Cole Bros.' Circus, enjoying a change in fortune since hitting Los Angeles, was still doing better than all right as it headed back east thru Arizona. Show had a big matinee here Wednesday (16) after playing to the same sort of business at Phoenix Monday and Tuesday (14-15). In fact, both nights at Phoenix were strawed to the ring banks and hundreds were turned away.

A Sunday move to Phoenix gave the show its first day off in more than two months. A big day was chalked up at San Bernardino, Calif., Saturday (12), with a turnaway at night. Excellent night business was also reported at Pasadena Thursday (10) and at Pomona Friday (11).

Negotiations resumed at Los Angeles, to take the show to Mexico are reported still to be on the fire.

Williams at Augusta Tops Last Year 20%

AUGUSTA, Ga., Oct. 19.—Edwin N. Williams's Hippodrome Circus, appearing here last week for the fourth consecutive year under auspices of the Lions Club, grossed 20 per cent more than last year, according to Jack L. Canon, general chairman. This was despite rain the first two days and day-and-date opposition with the Clyde Beatty Circus the fourth. Six night performances and a Saturday (12) matinee were given in the Municipal Auditorium.

Features include Will Hill's elephants, ponies and dogs; the Bob Eugene Troupe, aerial bars; the Six Erving, teeterboard; the Billetti Troupe, high wire; the Aerial Rooneys; the Cycle-Conians; the Three Jerks, comedy acros; Rudy-noff's horses; Proboscs, swing pole; Chick Vale, rocking rabbits, and Chester and Joe Sherman, clowns.

Performers were guests at the Beatty matinee Thursday (10), and members of the Beatty show came to the auditorium after their night performance.

Steve Maderson, president of the Lions Club, announced Williams had been retained for its 1947 circus.

IndoorDatesFollow Owens'CloseNov.15

CHICAGO, Oct. 19.—The Buck Owens Circus & Wild West, now in Georgia after two months in the Carolinas, is scheduled to end its outdoor season November 15 and then launch 14 weeks of indoor dates December 6 at Jacksonville, Fla., according to word received in Chicago from John Dusch, band leader and mail agent. Dusch also reported he now has 11 men in his band.

Owens show lost a day at Gaffney, S. C., October 8, the same day a severe storm dealt grief to outdoor shows in general thruout the Southeast. A report from Toccoa, Ga., indicates the show had light business there Saturday (12).

Hunt Heads for Barn After Oct. 19 Close

CENTERVILLE, Md., Oct. 19.—Hunt Bros.' Circus, here Tuesday (15), was scheduled to end its season at Newark, Del., today, after which it will proceed to its permanent winter quarters on U. S. Highway 130 near Bordentown, N. J. Season was declared by Charles T. Hunt to be one of the longest and most successful in his 54 years on the road.

Contracted lot proved too small and show paraded in mid-morning thru the business district to another location on the opposite side of town. Attendance was good at the matinee but lighter at night, due to a 47-degree temperature.

Dailey Bros. Back in Ark. After 2 More Mo. Stands

ROGERS, Ark., Oct. 19.—Dailey Bros.' Circus returned to Arkansas here Tuesday (15) after swinging back into Southern Missouri for stands at West Plains Saturday (12) and Springfield Monday (14). Show had good crowds at both performances under ideal weather conditions.

An excellent day's business was reported at Jonesboro, Ark., Friday (11). At West Plains, Mo., next day, it was necessary to construct a crossover. Before the show could start to unload, and that night there was a disturbance on the lot in which a local man was injured.

Sharp Upturn In Biz Marks Beatty Close

Last Day at Brunswick Big

BRUNSWICK, Ga., Oct. 19.—The Clyde Beatty Circus ended its 1946 season here Wednesday (16), with business of the same turn-away variety that had marked its opening day at El Paso, Tex., March 22 and had highlighted its tour across Canada during the summer.

Ironically, show's business took a sharp upturn immediately after the closing date was announced at Augusta, Ga. Before that the going had become a shade rough.

The two-day stand which followed at Charleston, S. C., Friday and Saturday (11-12) produced by far the best business the show had seen since its long hop into the South from Niagara Falls, N. Y. Friday's matinee was a three-quarter house and the night was capacity. Saturday's matinee was a turn-away, and a capacity crowd was on hand again that night.

Savannah, Ga., also was okay Monday and Tuesday (14-15), with a pair of two three-quarter matinees and two capacity night houses.

But it was the business here Wednesday that finished things off on a note in harmony with the season in general. Both afternoon and night performances were complete turn-aways. The downtown ticket sale had to be suspended at 1 a.m. and the crowds were sufficient to warrant a second show at night had the management been concerned with other matters, such as getting the thing to winter quarters.

Morton Toronto Date Tops 100G

TORONTO, Oct. 19.—The Hamid-Morton Circus drew crowds totaling 160,000 to Maple Leaf Gardens here during seven-day run for Rameses Shrine, ended Wednesday (16). Bob Morton told *The Billboard* the gross was well over $100,000, hitting a record for the 14 years he's been showing Toronto. Two performances were given each day, excluding Sunday. Final matinee was a turnaway, with 17,000 reportedly seeking admission to the 12,466-seat Gardens.

Rameses Temple was host to thou- *(See Toronto Tops 100G on page 82)*

Brydon, Schafer To Present Midway for Houston Shrine

HOUSTON, Oct. 19.—Ray Marsh Brydon's midway attractions and Junior Schafer's rides will be grouped on the promenade around Sam Houston Coliseum here November 18 for duration of Arabia Shrine Temple's annual circus. Shrine committee signed the contracts with both operators. Pete Kortes had held the Side Show privileges for seven years.

Brydon's line-up will come direct from Seattle's Pacific Coast Expo, and will include his Side Show and an iron lung, monkey, midget and reptile shows.

Crosby, Arnold in Match

CHANDLER, Ariz., Oct. 19.—Bob Crosby, of Texas, and Carl Arnold, Arizona steer roper, will meet in a $1,000 steer-roping match at the rodeo grounds here November 3. Each will be given 10 steers and the lowest aggregate time will win the purse.

Kelly-Miller Returns To Quarters at Hugo After 24-Wk. Season

HUGO, Okla., Oct. 19.—Al G. Kelly-Miller Bros.' Circus is back in winter quarters here after closing according to schedule at Antlers, Okla., Saturday (12).

The show opened April 27 at Hugo, was out 24 weeks and covered 5,943 miles. States embraced by the season's tour were Oklahoma, Arkansas, Missouri, Kansas, Nebraska, South Dakota, North Dakota and Iowa. A total of 21 Sunday dates were played.

A move of 290 miles was made from Highmore, S. D., to Napoleon, S. D., in by-passing towns in South Dakota that were canceled because of infantile paralysis, and the show laid off August 21 to make a 356-mile weekday jump from Hillsboro, N. D., to Rock Rapids, Ia., to get out of the polio area.

Except for two days at Dodge City, Kan., and two fair dates of three days each at Blackwell, Okla., and Alva, Okla., the season was all one-day stands. A souvenir folder, listing the 1946 route and show personnel, has been published by A. Morton Smith, of Gainesville, Tex., for George Bell, show mail agent and band leader.

Personnel of both Kelly-Miller and Stevens Bros., upon returning to Hugo have found the town going all out on preparations for its homecoming celebration November 14 for the shows which winter here. Hundreds of colored balloons will be used to decorate the streets and lamp posts will become clowns for the occasion.

The Farm Radio News, published weekly at Tulsa, recently carried a two-page layout on Hugo, containing this comment: "The circus people maintain homes the year around in the Hugo district. They take an active part in the activities of the community and are Choctaw County's most ardent boosters."

Cites '14 Cody Will In Laying Claim to Buffalo Bill Title

LOS ANGELES, Oct. 19.—Col. Herman Edwin (Fightin' Bud) Mootz, of this city, will go to Cody, Wyo., this month to prove in court his claim to commercial rights to the Buffalo Bill title. Mootz, an old-time showman, editor and town marshal, bases his claim on a will dated September 16, 1914, which he filed for probate in the Wyoming Court recently. The document reads, in part: "To my dear friend, Col. Herman Edwin Mootz, I convey all rights to my title 'Buffalo Bill' after I take the last ride to the big range beyond. I want this trade-mark to become the property of Col. Mootz to use for my life story and for such purposes as motion pictures, drama, etc."

Mootz explains that after Cody made out the document in Pawnee, Okla., Mootz tossed it in a trunk and forgot about it until recently, which accounts for the lapse of time before the will was offered for probate.

When Mootz goes to Cody, he will meet Frank (Pistol Pete) Eaton, who signed the document as a witness. Other witnesses included Pawnee Bill Lillie; E. D. Dix, a former U. S. marshal, and E. M. Baldridge, a Kansas editor, who have died.

The colorful old Westerner claims to have been with Cody when he organized his Buffalo Bill show at North Platte, Neb., in 1884, and to have trouped with it both in this country and in Europe. Mootz is also said to have been a deputy U. S. marshal when the Cherokee Strip was opened in 1893.

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Sooty-Mangabey Monkey, Male	50.00	One (1) Pair African Green Monkeys	75.00
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ALL BANDSMEN ADDRESS: Vic Robbins, 33 George St., Bangor, Maine.
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STAFF FOR 1947 SEASON

JAMES EDGAR, *General Manager*
MARSHALL L. GREEN, *General Agent*
THOMAS BRYDEN, *Number One Car*
DENNIE HELMS, *General Superintendent*
P. A. McGRATH, *Trainmaster*
RED LUNSFORD, *Equestrian Director*
VIC ROBBINS, *Band Leader*
BILL TUMBER, *Side Show Manager*

Ringling-Barnum

With the Big One now in Tennessee and headed for Virginia, weather has turned toward the nippy side.

Visitors: Dr. and Mrs. Conley, Joe Minchin, W. A. (Happy) Oakley, Helga and Santos Giorioso, Mrs. Joe Land, Mrs. Buddy Frici, Maximo and wife, Eddie Lewis, Stanley Sikowski, Rodney Aldens; James Edgar, Peg Graves and Mr. and Mrs. Mendoza, of the Sparks show; Red Floyd, former drummer with Merle Evans's band, and Joe Simons, former librarian with the band and now manager of the Warner Bros.' Theater in Memphis, who gave a sneak preview of *No One Lives Forever* for show members.

Eddie and Bobbie Mader closed at New Orleans. Murray Burt left for New York. Red Larkin and Walter Forbes left for Sarasota; also Margret Naitto, Mrs. Naitto, Rosemary Wallenda and Billy Heyer. John (Blink) Meek rejoined after being on the sick list most of the season. Birthdays: Bob Beheo, Harry Dann and Tex Copeland. Some of the folks visited the New Orleans Charity Hospital and put on a show for polio victims and crippled children who otherwise would have missed the Big One.

Around the lot: Art Springer and members of the Merle Evans' Free Roll Club plan a big party in Sarasota at the close of the season in honor of President Merle for his fine work in upholding the tradition of the grand old order. . . . Cupid, the little rascal, has been running amuck on the Big One this season with no less than six marriages to his credit. The next will be that of Mike Petrelle and Laura McKenzie, who plan to get hitched at the close of the season. . . . The flash of light that just passed was Dutch Latter going to the dressing room to listen to the ball game and throw a little ribbing at Boston boy Prince Paul.—DICK MILLER.

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Dressing Room Gossip

Cole Bros.

Well, Los Angeles has come and gone, and what a hectic 10 days it was —nothing but visitors and one round of parties after another. Brownie Gudath gave one that was a dandy, with all the fried chicken and other refreshments you can handle. Those present were Paul and Ruth Nelson, Billy and Gee Gee Powell, Otto, Octava Cristiani, Don Brandel, Mr. and Mrs. Carl Dobbs, Jimmie Green, Lalo Esqueda, Bogonghi, Col. and Mrs. Harry Thomas, Eileen Lacey, Harold Voise, Florence Tennyson, Eric Oranto, Dick Lewis and George Pitt.

Winn and Marion Partello threw one for his C. O., Capt. and Mrs. Bob Dickson. Bill and Stella Hamilton held a get-together at Long Beach for Mr. and Mrs. Charles Luckey, Paul and Ruth Nelson, Winn and Marion Partello; Wade, Madge and Fred Zumwalt; Peggy and Bernard Ross, Abie and Silvia Alberts, Lalo Codona, Gene Weeks, Eddie Woeckner and press trucker Bill Wells.

Bea and Joe Baker gave the writer and wife a nice dinner between shows, and our Publicity Man, Mr. and Mrs. Ralph Brambles and family had a great time at Los Angeles, feeding the writer and wife. Mrs. Brambles being Freeman's sister. That same sister, when she visited our great cookhouse, exclaimed, "Look Mom!" Those are the cooks we're prisoners of the Japs for three and a half years.

Visitors: Mr. and Mrs. Pat McGee, Myrtle and Verne Goodrich, Lalo Codona, Louise and Madeline Simons, Ann Jones, Bill and Stella Hamilton, Tom Kitchen, Joe and Bea Baker, Ann Baker; Ray Harris, the only clown who ever did the W. C. Fields walkaround; Harold Hosmer, Mrs. Sr., Everett Hart, Slats Beeson, Al Bruce, Farris Brown, and Ralph, Jimmie, Bunnie, Pat and Elizabeth Brambles.

Hats off to Eddie Farree and his Bay City Laundry, for the swell job he did in Los Angeles on the big top that stuff out and back, and such grand work.—FREDDIE FREEMAN.

Clyde Beatty

As Henry Kyes and his band played the last notes of *Auld Lang Syne*, the 1946 season came to a close at Brunswick, Ga., October 16. Then we realized we were part of the personnel of a show that will go down in history for record-breaking business. Certainly it was one of the finest trouping seasons ever enjoyed by the writer—in weather, congeniality and route played. To the advance, a job well done! To all from water boy to highest executive, you were great!

The folks who will play the Houston Shrine Circus are Mr. and Mrs. Clyde Beatty, Mr. and Mrs. Jack Joyce, Mr. and Mrs. Ruben Olvera, Mr. and Mrs. Elden Day, Mr. and Mrs. Joe Siegrist, Mr. and Mrs. Silvers Madison, Eddie Mason, Fred Bennett, Jean Steeter, Milonga and Esther Estelante, Red Sleeter, Lew Walton, Mel Remmick and John (Spenders) Clue.

Now for others: Dan Dix, Ted DeWayne and Troupe, Phil Escalante and Phil Watson, Los Angeles; Mr. and Mrs. Bill Antes, Los Angeles, then Wisconsin; Thomas Rouse, Art and Peggy Serbe Barnes, Kansas City (Mo.) Shrine Circus; Jimmy Grove, Elsberry, Mo.; Kenneth Waite, Kansas City, N. Y.; Mr. and Mrs. Ben Reynolds and Eck Lawson, Sarasota, Fla.; Toughy Genders and Dutch Gilver, winter quarters, then Sarasota; Pete and Jimmy Alvarez, Miami; Price Killian, Bloomington, Ill.; Mr. and Mrs. Max Tubis, Hot Springs; Mr. and Mrs. Ralph Hutchins; Jose Solares, El Paso, Tex.; Mr. and Mrs. John Sisley and Susie Staley, winter quarters, then Chicago; Macie Maxwell, winter quarters, then Hollywood, Calif.; Floyd Lee and Les Thomas, winter quarters.

Winter quarters were also the destination of Manager and Mrs. Ira Watts, Jimmy Watts and Bill and Mary Moore.

As for the band, Henry Kyes goes to the Ringling circus to finish the season, then to Sarasota; Walter Forrester to Los Angeles; Ralph Heimburg, Fla.; Mike Doyle, Lynn, Mass.; Kermit Brigham, Seattle; Phil Doto, Haverhill, Ky.; Saul Stoverdal, San Antonio; Sylvester Larries, Tampa; Al Yoder, Kulpmont, Pa.; and Happy Daniels, Thomasville, Ga.

I know I have missed some, but in the hurry of good-byes, it's hard to get a line on you all. As for yours truly, he and the missus go home to Rahway, N. J., then to Rochester, N. Y., for Orrin Davenport's date.

So that's left now is to say, see you later, and wish all a successful winter season.—DON FRANCISCO.

Bailey Bros.

This is one season we can all put in the files. We closed very fast, furiously and unexpectedly that there were no and farewells or crying on one another's shoulders. We didn't even hear *Auld Lang Syne*. We had all the routine and customary happenings of a circus season, tho—marriage, birth (to one of Cpl. Billy Rogerer's lionesses), good times, bad times, heartbreak and joy. We had them all—and more, too!

Harry Swank and Ruth Henderson climaxed their season at the Shrine Circus in Denver by saying, "I do." We couldn't get a ring together to rice and old-shoe them. With winter coming on we decided to eat the rice and wear the old shoes. But little Suzy celebrated by turning somersaults on the courthouse lawn.

On the homeward trek Marion Jordan was badly bruised in an automobile accident. We were received that Ernie Stewart is out of the hospital and Detroit-bound, also that (See BAILEY BROS. on page 96)

C. R. Montgomery

Real circus weather and good business marked our swing thru Arkansas. Straw houses seem to be the verse, and as a result of school promotions, we've had children in droves.

James Heron was on recently, and at Ozark, Ark., S. H. Barrow was a welcome visitor.

Everyone wondered how the Fullerton Kiddie Show Skippy would act when Gale returned from the navy. The day before Gale arrived Skippy seemed to sense something, his weight and when Gale dropped his bag in front of the trailer door the little dog almost went wild. Skippy had acquired some gray hairs since Gale left but did his act in good style. But after seeing Gale he did better than usual. Gale served 22 months as pharmacist mate.

Jack Bell is still going strong and all are glad he didn't have to have that operation. A joint birthday celebration was given for Jack and Swede Johnson, with almost the entire personnel present. Delicious was served, and the guests of honor received many gifts. To Mabel Johnson and Lillian Bell goes credit for this party. A big event was the show's appearance at Archie McBeth's home town, Fayetteville, Ark., and visited his home to partake of chicken and biscuits. It was also Dub's birthday and, altho tied to a tree, he had his share of fine food.—FRED KARR.

Buck Owens

One of our workingmen was picked up by the FBI as being AWOL from the army, investigated, prevaricated, however, that it was another man with almost the same name who was wanted, so our man was returned to the circus.

There was considerable visiting the Sunday that we were only 20 miles from the Beatty show. Also seen on the lot was Specs Cautin, concessionaire de luxe.

We had a 24-hour rain that stormy Tuesday at Gaffney, S. C., and the town was blown. In fact, we didn't even unload. The seats failed to arrive in time at Clinton, S. C., so the management had to issue rain checks, didn't keep them from coming. The matinees are light in this part of the country, but night crowds are okay.—NORMAN HANLEY.

Kelly-Miller

We had excellent weather and wonderful business over last two weeks out, and everyone hated to say aloha after our final performance of the season at Antlers, Okla., October 12.

We had lots of visitors the last two nights. All the folks from Stevens Bros.' Circus came over, and we really had fun. Jack and Jake Mills, of Mills Bros., also visited during the final week.

Mr. and Frankie Bell will winter at Camp Crowder, Mo. The writer expects to be back with the Millers next season. Dores and Ila Miller and Evelina Rossi will work the Shrine indoor date at Kansas City, Mo.

Everyone is expected back at Hugo, Okla., November 14 for the big party the Chamber of Commerce is having for the show that winter there.—GEORGE BELL.

Clyde Bros.

Many of the acts been with this organization from its start and have watched it grow with an indoor circus in which showmanship and courtesy are happily combined. If orchids were to be given out, it would be hard to overlook any of the acts, as all are smartly costumed, riggings are in tiptop shape and the show makes a fine appearance.

Our equestrian director, or often (See CLYDE BROS. on page 95)

Polack Opens Strong In San Antonio After Wichita Falls Winner

CHICAGO, Oct. 19.—Word received by Polack Bros.' Circus office here indicates the No. 1 Unit is well on its way to a new high at San Antonio, where it concludes a week's run Sunday (20) for Alamo Shrine. Opening Monday (14) topped last year's, and the Municipal Auditorium was almost filled Tuesday night despite a heavy rain. Advance sale promised big crowds the rest of the run.

Louis Stern, general manager of the No. 1 Unit, was given a surprise party on his birthday Tuesday night. Affair, arranged by Opal Mills, show secretary, was held at the Gunther Hotel, attended by 30 of the show personnel and several of the Shrine committee.

Mickey Blue, who handled the San Antonio promotion, is due in Chicago next week. While here, he will launch preliminary details for the Medinah Shrine date in '47 before going out on another date this fall.

I. J. Polack announced that five performances at Wichita Falls, Tex., October 9-11 grossed $10,000 and that the net for Maskat Shrine was $2,319. Date, a new one for Polack, was promoted by Joe O'Donnell, who went next to Duluth, Minn.

Sam Ward, accompanied by Bill Sears (formerly Cap), was due here today for Austin, Minn., where the No. 1 Unit is skedded for November 14-16.

Meanwhile, the No. 2 Unit winds up a three-day stand at Olympia, Wash., today, following a week at Salem, Ore., which ended Tuesday (15).

Freeport (Ill.) Date Gives Clyde Bros. Turnaway Biz

FREEPORT, Ill., Oct. 19.—Clyde Bros., first indoor circus to play Freeport, scored a winner for the Shrine Club in a three-day stand here Wednesday (16). Of five performances given, all were sell-outs except opening night, and both matinee days were turnaways. Even with two kids to a seat at the matinee, there wasn't enough for all who tried. At night the box office was closed at 7:40 and refunds were made to holders of advance-sale tickets who couldn't get in.

Show went from here to Clinton, Ia., for three days, ending Sunday (20).

N. Y. Rodeo Results

NEW YORK, Oct. 19.—Results during the third week of the 21st Annual Championship Rodeo, Madison Square Garden, September 25-October 27, follow:

Bareback Bronk Riding—Third day (seven performances), Bud Spealman, $250; Howard Baker, $440; Tommy Cohee, $350; Leroy Tyndle, $275; Casey Tibbs, $165; George Mills, $75. Fourth day (six performances), Howard Mendes, $530; Bob Estes and Frank Finley (split $390 each); George Mills, $275; Bud Spealman, $165; Howard Baker, $75.

Saddle Bronk Riding—Fourth day (five performances), Shirley Hussey, $575; Larry Finley, $475; Slub Bartlemay, $375; Tom Knight, $200; Olif Andersen, $175; Jack Buttram, $75. Fifth day (five performances), Leroy Finley, $575; Jerry Ambler, $475; Wilbur Plaugher, $375; Shirley Hussey, $200; G. K. Llewellyn and Slub Bartlemay (split $137.50 each).

(See N. Y. Rodeo Results on page 96)

WANTED
Agent and Promoter with car capable of booking high-class Circus Unit in Southern territory. Have everything from Shetland Ponies to Stars under auspices. George McCarthy, contact me.
WILL H. HILL'S CIRCUS
Care General Delivery Columbia, So. Car.

UNDER THE MARQUEE

Monagerie boss gave a beginner some good advice: "First get used to the smell."

Thalei Dechert, CHS, is appearing at Warren Park Inn, Chicago. As a child performer she was in a wire act with Mighty Haag Circus.

Johnny Judd, trick roper, has been signed for a supporting role in Columbia Pictures' *Twin Sombreros*, starring Randolph Scott.

Owner's newly born son was the image of his father except for not wearing a mounted lieu's claw.

Robert W. Coulis, out the past season with Webster Bros.' Circus, is making his winter headquarters at Detroit and producing indoor shows under auspices.

Frank Braden, of the R-B press staff, authored a piece titled *The Railroad and the Circus*, in the August issue of *The Santa Fe* magazine. . . . Jim Boudinot, of the R-B advance, is back in Chicago.

Market page headline, "Big Day for the Bulls," had nothing to do with happiness in a menagerie.

Albert Fleet and his chimpanzees, with Sparks Circus the first part of the season and later with Jamie M. Cole, is now with a Wild Animal Show on Endy Bros.' Shows, headed by Bert Endy, who works lions and a mixed group of animals.

Al Butler, who is in New York after completing his duties as contracting agent for the Big One, will go out with a road company of *Jamie Marie*. . . . Clet Seabock, general agent for Stevens Bros. the last part of the season, is doing some fishing at Corpus Christi, Tex.

Truck circus agent advised that his 1934 car's temperature went down with the weather.

Guy Smuck and Lou Stone, who were with Bailey Bros.' Circus which closed at Smithfield, N. C., October 5, at the latter, after visiting in Cincy (16), and called at *The Billboard* offices. The former will winter there, the latter, after visiting in Cincy with Smuck for a few days, will go to his home in Pittsburgh.

Leo and Ethel (D'Arcy) Hamilton, who recently completed 24 weeks of park and fair dates, are spending some time in Chicago before opening for Ernie Young in the Shrine Circus at Kansas City, Mo. . . . Happy Kellems, besides serving as announcer for Clyde Bros., is also working on radio and publicity. . . . Phil Wasserman, formerly press agent with Hilton Bros., is now flacking Astor Pictures in New York.

"What's so exciting about finding a man under your bed," asked a ballet gal who spent the summer in an upper berth.

Forrest Grimes, of Walnut Ridge, Ark., together with Art Miller, circus agent, which he was with early-under the past season, visited Dailey Bros. in Southeastern Missouri and Northern Arkansas. Mrs. Miller accompanied them to Jonesboro, Ark., where show was reported to have had one of its biggest days of the season. . . . Billy Todd, drummer, has rejoined Rex Rossi's band on Dailey Bros. after spending several weeks visiting his mother at Albion, Neb.

Ray Harris flew from the Coast to Kansas City, Mo., to visit the Big One while on vacation from his job as manager of a California theater. From Hollywood, he advises he is now devoting his spare time to a new kind of show he intends to put on the road next spring. . . . Frank A. Panisko, CFA, of Butte, Mont., who clowns as a hobby, will don his make-up for the Circus Night football game between Butte High and Butte Central October 25 and will entertain the Crippled Children's Clinic in St. James Hospital there October 28.

Then there's the sage of the stake-and-chain wagon who can liquidate a fly at 40 paces with a spurt of 'bacey juice.

Robert N. Mayer, ex-trooper and circus fan now with an oil company at Aruba, Netherlands West Indies, writes that the last circus in those parts was Atayde Hermanos Circo from Mexico more than a year ago. Show had a two-pole European-style top and was owned and operated by Emil Schweyer. The last Mayer heard of Schweyer, he was playing in Colombia and heading thru Central America for Mexico. Mayer reports a five-ride carnival, owned jointly by an American and an Argentine, will come to Aruba from Caracas, Venezuela.

Big Top Shorty said, "A fat bonus at the end of the season for staying sober and reliable isn't enough for all that suffering."

Harley Hubbard, who has returned to Shreveport, La., after spending the summer in the North, reports the State Teachers College at Warrensburg, Mo., has received a valuable collection of old musical instruments under the will of Dan Essig, old-time circus band leader, who died about a year and a half ago. According to Hubbard, Essig had the band on the Campbell show around the turn of the century and on the Haag show in 1910-20. Hubbard spent a recent week-end at Marshall, Tex., in the home of J. W. Bon-Homme and son, Sig, who were clowns most of the season on the Buck Owens show.

Comes the time of the year when a bonus worker has about failing blue because the show is closing. He does it to make the boss feel good.

H. H. Gunning, of Toledo, recalls that it will be 57 years October 20 since the Barnum & Bailey Greatest Show on Earth sailed from New York for its year's engagement in the Olympia, London. He believes he is the only person living who went abroad with that show then as well as with Pawnee Bill's Wild West in 1904, and with Barnum & Bailey in 1894 for a five-year tour of Europe, and with Buffalo Bill's Wild West in 1902. Gunning says Jake Posey, of Baldwin Park, Calif., was with Barnum & Bailey on the five-year tour, 1897-'02, and with Buffalo Bill, 1902-'06. If there are others, he'd like to hear of them.

R-B Sued for $3,000

ST. JOSEPH, Mo., Oct. 19.—Ringling Bros. and Barnum & Bailey Circus was made defendant in a suit for $3,000 damages claimed in behalf of 12-year-old Phillip A. Browns, of St. Joseph, for a broken leg and body bruises the boy allegedly received when struck by a tractor owned by the show here September 6.

C. R. MONTGOMERY WILD ANIMAL CIRCUS
WANT For Balance of Season Which Extends into December. WANT
FAMILY ACTS AND SINGLE ACTS—
(Dancer With Animals, answer)
NOW CONTRACTING—FEATURE ACTS AND FAMILY ACTS FOR 1947.
(John Foss, Contact.)
Address: Golden Meadow, La., Oct. 23; Raceland, 24; Patterson, 25; Franklin, 26.

24-Girl Posing Act In Young's Line-Up For Shrine at K. C.

CHICAGO, Oct. 19.—A wide range of variety, with emphasis on female production numbers, is promised in the program booked by Ernie Young for the Ararat Shrine Circus at Kansas City, Mo., October 28-November 3. A note of novelty will be imparted by 24 girls in a posing number called *A Study in Silver*, produced by Bella Brengk Olsen. Girls will also be used by Young to introduce two other acts of the show.

The line-up includes Terrell Jacobs and his wild animals; the Two Mons on the high wire; the Paroffs, high ladder act; P. J. Ringens and his bicycle leap; the Romas and the Kovets, flying acts; Walter Jennier and Charles Dixon, seals; serial ballet, featuring the Rooneys and Elvina Rossi; the Nissens, Bob Perry and Larry Griswold, trampoline; six elephants from the Al G. Kelly-Miller Bros.' Circus; Greer's 12-horse Liberty act; Leo Gasca, Pardelina and Mario Iwanow, slack wire; Dorita and Alex Konyot, high-school horses; Ethel D'Arcy, high act and slides; and the Erwings, the Bedell troupe and the Cardovas, teeterboard.

Frank Cervone will lead the band. Dave Malcolm will do the announcing and Bill Bentlage will be produced clown.

NOW CONTRACTING
ACTS FOR 1947
CIRCUSES AND FAIRS
ERNIE YOUNG
155 No. Clark St.
CHICAGO, ILL.

PHONEMEN
Men capable of handling towns and crews. Have entire State West Virginia. Justice of Peace and Constables' Assn. State Book.
CHRM., Room No. 18, Arcade, Charleston, W. Va.

WANTED CIRCUS ACTS
Of all kinds. Indoor season opens November 7th. All winter's work, short jumps. State salary and all first letter. Must do two or more. Address all mail:
HARRY E. BAUER, Arena Director
Circus Headquarters Ft. Scott, Kans.

WANTED AT ONCE
Agent, who can book small towns in Louisiana, one all winter. Ride Show with own equipment, Spindle, Funny Frich, Magic Board. This is one-night stand show. Boss Concession who can handle Grind Tops. Address all to
TED WILSON
MER ROUGE, LA.

TEXAS TURNS IN A NIFTY

World's Fair Atmosphere

Grounds attractive from stem to stern—exhibits top pre-war excellence

By Pat Purcell

DALLAS, Oct. 19.—State Fair of Texas, breathing again after a hiatus of four years in which time the military did its best to make a barren waste of the vast acreage, will shut her Sunday (20) and regardless of the weather on the 16th day, historians will have to write that this one was the better of them all, from every possible angle.

While one was plunking the 60 cents on the counter for admission at the outside gate, the atmosphere fairly reeked with promise, the huge, neon-lighted front entrance and the towering lights in the background offering assurance that here, indeed, was something to see and enjoy.

Pressing thru the turnstiles, one was forced to be impressed with the grandeur of the picture—the well-painted, brilliantly lighted buildings surrounding the huge pool centered in the esplanade reviving the memories and glories of Texas Centennial Days.

World's Fair Atmosphere

While this agent has not visited every fairgrounds on the North American Continent, the wanderings of a good many years have let the feet and legs touch thru the greater portion of the outstanding, and it must be recorded here and now that this is the one that has captured and held a true world's fair picture.

The magnificent buildings, landscaped lawns, modernistic light and sound towers and general magnitude of the layout gave one the impression that the 60 cents was well spent before a peek was taken inside a single building. There were too many tents, close scrutiny revealed, for an accurate world's fair picture, but these were necessary to house exhibits which formerly were offered in the huge automotive building which burned to the ground in late 1941.

But the tents did not spoil the breath-taking panorama, as they were skillfully concealed in the background and when discerned gave the impression that this was a good, old-fashioned annual as well as a mighty cavalcade of the Lone Star State.

Story Well Told

Weaving thru the buildings and stepping fast in order to catch a deadline, it was amazing to note the free flow of traffic thru the crowded floors. Considerable thought was given to layout in the revamped interiors, and aisles were laid out in such a way that one automatically viewed everything without extra efforts.

To enumerate the various commercial exhibits under the roofs would require a small supplement to this regular edition, and Roy Rupard, secretary who has been around here for 38 years, declared that prospective exhibitors, too numerous to mention, were turned down because there was no place to put them.

Farm machinery, automobiles, oil field equipment and aviation exhibits were in the open or under canvas, and they covered a flock of acres. Leading oil companies in this territory had their own permanent build-

(*See Texas a Nifty on page 78*)

Macon, Ga., Receipts Increase Despite Slice in Gate Prices

MACON, Ga., Oct. 19.—Despite a 20 per cent cut in gate prices this year, Georgia State Fair showed a gain in gate receipts of approximately 20 per cent for the first three days over the same period last year, fair officials revealed. Adult ducats are only 50 cents, including tax, compared to 60 cents last year. On Children's Day, Tuesday, admission was reduced to a dime, including tax, compared to a quarter in 1945.

There was no kick on last year's prices and reduction was made by the Macon Exchange Club, operator of the fair, on purely a voluntary basis.

Benefit to All Patrons

"The Georgia State Fair has been a big profit maker for several years," explained President Will C. Ragan. "We figure we're giving the public a dividend by reducing prices. We could put the extra money into more premiums, but then the benefit would be shared by comparatively few. Cutting admission prices gives the benefit to every patron."

E. Ross Jordan, the fair's general manager for the 24th consecutive year, said grosses on gates and midway for the first half of the week "greatly exceeded expectations."

"All thru recent years we gained steadily, as Macon was a big war industry," Jordan commented. "Practically all the camps and war establishments have gone and we expected a Waterloo, but it has not shown in fair receipts yet."

Advance Sale Up

Advance sale of admission tickets this year reached $5,000, a gain of nearly $1,000 over the '45 pre-opening sales. Books of five and 10 tickets are sold at 20 per cent discount until two days before the opening.

Fair is stressing livestock, with five separate cattle shows. As an added inducement, Exchange Club sent a scout to the Middle West weeks ago and bought 66 head of pure-bred Holstein and Guernseys, which will be auctioned off today. Club is not expecting to make a profit but feels the move is boosting dairy development in Georgia.

The eight exhibit halls are crammed with educational displays, of 27 different departments. Special events include contests with 5,000 Future Farmer boys from every county in the State, horse show, model airplane contest, sweet potato show, cotton products show and soil conservation demonstration. Among live-action exhibits attracting wide attention is an instructional demonstration in home nursing given by staffers and volunteers of the Macon Red Cross Chapter each afternoon and night.

Rocky Mount Pulls 43,000; Quonset Huts Added to N. C. Plant

ROCKY MOUNT, N. C., Oct. 19.—Paid attendance at this year's Rocky Mount Fair exceeded 43,000, according to Norman Y. Chamblis, secretary-manager. Bleacher seats were erected and strong grandstand attractions were booked. Fair includes George A. Hamid acts, Jack Kochman and His Hell Drivers; stock car races, promoted by Bill Francis, and fireworks. A near-capacity crowd of 2,250 attended afternoon and night performances the first week.

New stage and several new grab stands were constructed. Chamblis purchased 20 30x100-foot Quonset huts to house exhibits during fair week and skating rinks the rest of the year.

Hipp. Proposed At Marshalltown

MARSHALLTOWN, Ia., Oct. 19.—Erection of a hippodrome for use by the Central Iowa Fair was proposed by the Marshalltown Chamber of Commerce directors of the fair at a recent executive meeting. Chamber has considered erection of a pavilion for some time and now seeks to have the building on fairgrounds.

Both groups agreed that the grandstand, started before the war, should be completed and that an ample theater, usable thruout the year, also was desirable. Question of levying a special tax to raise funds for completion of the grandstand will be submitted to the voters November 5. Proposition also would like to provide for use of one side of the completed grandstand as a pavilion.

Colored Fair Chartered

COLUMBIA, S. C., Oct. 19.—Lee County Colored Fair Association of Bishopville has received a charter from Secretary of State Blackwell. Authorized capital stock is $5,000. Officers: A. L. Woodham, president; J. E. Reaves, secretary-treasurer.

Pacific Int'l In New High; 140,264 Pay

Rodeo Nightly Sell-Out

PORTLAND, Ore., Oct. 19.—The 36th annual Pacific International Livestock Exposition—delayed in program plans by record-topping army utilization of its grounds—closed here Saturday night (12) after breaking all attendance records. Altho the public flocked in unprecedented numbers to the big 11-acre building, the number of exhibits was cut down by the late preparations, aggravated by the material shortage with which to replace all the interior fixtures the army had removed.

Official paid admissions were 140,264, compared with the 1941 record of 115,803. Rodeo and horse show, with capacity of 9,650, was sell-out every night. Largest single day, Sunday (6), drew 26,525, compared with 1941 largest single day of 21,523.

Tribute to Holt

Success of the exposition was a tribute to Walter A. Holt, veteran of the Pendleton, Ore., Round-Up, who took over management this year following the late Imbrie Hall M. Plummer. Holt, who was appointed February 1, after six years of managing the Happy Canyon night show at Pendleton, modestly attributes the success of the exposition to the hard work of his staff.

Army occupation was not an unmixed hardship, in that it resulted in the paving of the big building, giving unusually clean location and promoting wide dispersal of the crowds.

"Because of the surfacing, people were in corners of the barns that barely were visited heretofore," said Holt.

12 Rodeo Shows

Only commercial entertainment feature was the Vern Elliott Rodeo, which gave 12 shows during the seven days, rodeo acts being sandwiched in between horse show events presented by the exposition. Rodeo brought $1.20 for matinees and $1.20 to $3 for night performances. This attraction, in mid-air cages, in the arena seating 6,650.

Exposition gate prices were 60 cents for adults and 30 cents for children, including tax.

Altho the number of exhibits was estimated by Holt to be 85 per cent of former big years, they were notable for great diversity. Exhibits included livestock, wool, commercial products, 4-H Club displays, poultry, fruit and vegetables, with displays from counties and neighboring States, and a fish and wild life display by the State Game Commission.

Building Well Prepared

There were many public-pleasing features to the exposition. Parking was ample and free. Owing to carrying with DDT, there wasn't a fly in the place. Liberal use of deodorants left the barns virtually free of animal odors.

Exposition had excellent press cooperation, with ample advance stories, and Holt said news space exceeded by "many inches" that received at the 1941 show. Show plugs over local radio stations, with news

(*See Pacific Int'l High on page 78*)

copyrighted material

Record 300,000 Free Attendance At Jackson, Miss.

JACKSON, Miss., Oct. 19.—Mississippi's Agricultural and Industrial Exposition, which closed here Saturday night (12), established an all-time attendance record, with an estimated 300,000 persons turning to it.

The gate was free, and for this reason no exact figures are available. Fair execs' estimate of 300,000 was the attendance up some 100,000 over the six-day exposition of last year.

Intermittent drizzle all day Friday (11), Kids' Day, traditionally the big one, failed to prevent the setting of a new single day mark. Officials placed attendance at 75,000.

The Royal American Shows on the midway chalked up the biggest gross on record for the event. The Barnes-Carruthers grandstand show played to capacity crowds thruout its run and on four nights was forced to give two performances.

Petersburg Opens Big in Good Weather

PETERSBURG, Va., Oct. 19.—A strong opening Monday (14) and a forecast of continued good weather indicated the Petersburg Fair would eclipse the records set during the war years when this city was the hub of innumerable army activities.

Townspeople are evidently still holding plenty of folding money, and adjacent Camp Lee is still thickly populated with new troops, most of whom seemed to find their way to the fairgrounds during the week.

With the Richmond Fair abandoned during the war years, this annual increased the scope of its appeal and return of the larger event this year has not resulted in any noticeable slackening of attendance.

Exhibits here were more numerous than at any time in the last decade. Secretary R. Willard Eanes presented a number of George A. Hamid acts which took grandstand attendance to capacity. Iona Reid and Her Heil Drivers were scheduled to perform this afternoon. Fireworks were presented nightly.

Cetlin & Wilson Shows were on the midway. The fairgrounds play harbor this show during the winter, in addition to providing a good opening date. Izzy Cetlin and Jack Wilson, co-owners, predicted a record gross here.

Madison S. Cohen Dies; Ex-Ky. State Fair Prexy

LOS ANGELES, Oct. 19.—Madison S. Cohen, 75, former Kentucky commissioner of agriculture and one-time president of the Kentucky State Fair, died at his home here Friday (4). He published *The American Horseman* at Lexington, Ky., for several years, selling it in 1941 to go to California.

Cohen also bred, trained and exhibited saddle horses. He was Kentucky's commissioner of agriculture from 1916 to 1920. During that time, as president of the Kentucky State Fair Board, he inaugurated the $10,000 championship stake for five-galted saddle horses.

Colusa, Calif., Show Draws

COLUSA, Calif., Oct. 19.—Colusa Riding Club's first annual horse show attracted an overflow crowd of 1,500 to the fairgrounds here Sunday (29). Special events by riding club drill teams were featured. Pleasure horses, racing programs for adults and children, horse jumping, stock horse exhibit and colt parade comprised the main features of the event. Prize money of $300 was awarded.

Free Gate for Ill. State Fair?

SPRINGFIELD, Ill., Oct. 19.—Patrons of Illinois State Fair may not have to pay to gain admission to the grounds in the future.

This was announced here Monday (14) by Gov. Dwight Green (Rep.) following a meeting of the State fair advisory committee, which passed a resolution urging passage of enabling legislation.

Arnold Benson, Illinois commissioner of agriculture, heads the advisory committee. Advocates of a free gate maintain the farmers want it.

Some newspapers in the State pointed out that Green's statement was made 22 days before election.

No action on the State fair advisory committee's resolution can be taken until the Legislature goes into session this winter.

Lubbock Chalks Big Count Despite Rain

LUBBOCK, Tex., Oct. 19.—Despite torrential rains and cold winds, 85,000 passed thru turnstiles at the 29th annual South Plains Fair here October 7-12, W. L. Faller, publicity manager, said.

Nearly five inches of rain in the two days and nights preceding opening mired roads and held up many livestock entries as much as 24 hours.

Attendance Monday (7) was 15,000 and an estimated 4,000 gathered under threatening clouds opening night to hear speeches by Governor-Elect Beauford Jester and Veterans Administrator T. G. Lanphier.

Knee-deep water on the track forced cancellation of two midget auto race programs, and water in arena caused the Buck Steiner Rodeo to postpone one performance until Sunday.

Bill Hames Shows, on the midway, attracted large crowds daily. Army technical forces mobile exhibits also drew well.

Rain, Cold Hurt Attendance At Brown City, Mich., Annual

BROWN CITY, Mich., Oct. 19.—Rain the first day and cold weather the second day held attendance to 2,500 at the recent two-day Farmers' Fair here, at the community athletic grounds here.

Roscoe T. Wade's Joyland Midway Attractions provided four rides, 15 concessions and Parker's Pushouts. Besides livestock and agricultural exhibits, event also offered platform acts, which worked in the open, and a series of local contests.

SPEEDWAY ROUND-UP

SAN ANTONIO — Bill Searcy, Houston race driver, was killed and five other persons, three of whom were injured, were killed or injured here Saturday (12) night at Pan-American Speedway, when Searcy's car collided with one driven by Bill Homier, also of Houston.

SAN FRANCISCO.—Fred Agabashian, Berkeley, won the 25-lap main event of the midget auto racing card at Bayshore Stadium here Friday (11) before 3,500 fans. Don Smith, Oakland, was second and Jerry Piper, Walnut Creek, third.

CONVERSE, Ind. — Howard S. (Howdy) Wilcox, 41, former speedway race driver, was killed by a race car Sunday (13) here while serving as starter in the auto races at the Converse Fairgrounds. In an effort to give Jimmy Wilburn, Indianapolis, the white flag as the latter started on his last lap, Wilcox was struck by a car driven by Kenny Wines, Kokomo, Ind. Thrown into the air by the impact, Wilcox was killed almost instantly.

HAMBURG, N. Y.—Carl Scarborough, Pontiac, Mich., won the 100-lap CSRA national championship midget auto race Sunday (13) at the fairgrounds here before a crowd estimated at 7,500. Date, promoted by Howdy Ahrhart, offered prize money of $5,200, which he claimed to be the largest ever paid in the area.

SAN FRANCISCO.—Eddie Bennett, Oakland, won the main event of the midget auto racing program in the Bayshore Stadium here Friday (4) before a crowd of 3,000. He was followed to the wire by Woody Brown, Oakland, second, and Eddie Wendt, San Francisco, third.

Raleigh Eyes Half-Million Gate; Strong in Eye Appeal

RALEIGH, N. C., Oct. 19.—A record attendance of 500,000 for the first post-war showing of the North Carolina State Fair has been predicted by officials as the opening weather holds this today. This will be a continuation of the banner business which has marked the staging of all other annuals in this State, where crops have been good and money is more plentiful than ever before. The revival of this fair has been greeted enthusiastically by the press and public, and interest has been State-wide with patrons coming from miles in all directions, intent upon spending at least a full day on the grounds. Dave Kennedy, N. C. (Doc) Dorton, who in two previous weeks successfully staged annuals at Charlotte and Kinston, N. C., had the grounds here ready for opening without a trace of wartime delay. All units down to the horse barns had been newly painted and the lawns and walks were groomed to attractiveness.

Big Grandstand Play

A preview opening was staged Monday night (14). A heavy daily attractions program kept the spacious grounds filled to capacity. Monday night in near-frigid weather Jack Kochman and His Heil Drivers were featured. Along with the revue and plenty of folks sat thru the lengthy show. A George A. Hamid revue was presented nightly.

County and city school kids turned out in droves Tuesday (15) for the formal opening of the fair and contributed one of the top single day grosses of the week. Horse races were featured every afternoon thru Friday (18). Kochman was back to take over the track Wednesday (16) while auto races, promoted by Sam Nunis, were scheduled to round out the thrill events today.

The midway, including that allotted to commercial enterprises, was entirely filled. The usual exhibits, presented by the armed forces, were present.

Dorton has continued his efforts to turn this and other annuals into frozen attractive fairs in the South. His pre-war efforts here, including a monster waterfall which reflects colored lights at night, novel arches, poles and other eye-appealing units have been refurbished and will, according to Dorton this year, be supplemented as soon as materials become available. A sizable profit should result from the 1946 showing, and Dorton will probably turn as much of it as possible back into improvements.

The World of Mirth Shows was back on the midway, garnering a gross which officials predicted may outstrip any other single week during the season.

Commission Limits Mich. Fair Plant Use To Non-Profit Orgs

LANSING, Mich., Oct. 19.—"Regularly incorporated non-profit organizations or officially organized civic, fraternal, patriotic, religious, educational or charitable groups" only can use the Michigan State Fairgrounds, the Michigan Commissioner of Agriculture decreed Wednesday (16). The ruling does not affect the present lease of the Detroit Racing Association.

Use of the grounds by organizations will be permitted only when it is "clearly understood" that profits will go to the organization rather to an individual, and that there will be no interference with a State fair, the commission ruled.

"Such organizations, in addition to anticipating damage and depreciation, must assume all responsibility for personal liability and property damages," the commission specified.

Saline (Mich.) Event Draws 12,000 Despite Cold Spell

SALINE, Mich., Oct. 19.—Three-day community fair, held here recently without a gate, drew an estimated 12,000 attendance despite cool weather. Event was the first of its kind in 10 years. Rides and concessions. In previous years, the fair had a few indoor attractions but was not operated on customary fair lines.

Joyland Midway Attractions supplied the midway. Ride and concession operators reported good business. Fireworks were furnished by Hudson Fireworks Company, Hudson, O. Other features were a rodeo, presented one afternoon, an indoor dance and a program of indoor acts.

La Verne Named Manager

MELBOURNE, Fla., Oct. 19.—Al LaVerne has been named manager of Brevard County Fair, to be sponsored by the American Legion at Wells Park, December 4-7.

Blackmon Diamond B Rodeo Winters in Blackwood, N. J.

BLACKWOOD, N. J., Oct. 19.—Blackmon's Diamond B Rodeo is in winter quarters here after having played a successful Eastern circuit. Lewis B. Blackmon, owner-producer, has purchased new trucks and trailers. Some of the old stock has been sold, making way for replacements.

Among fairs played were: Barton, Vt.; Lunenburg, Mass., and Boonville, N. Y., and Mineola, L. I. Clyde Rogers, Tyler, Tex., handled the miles on the dates. Everett Pilz was arena secretary.

Klein's Acts in Benefit

ALLIANCE, O., Oct. 19.—After floats at the recent Canton (O.) Fair, C. A. Klein, of Klein's Attractions, New Waterford, O., presented some of the acts in a show for inmates of the Fairmount Children's Home here. Klein emseed the show. Presentation was followed by Ted Deppish, Canton, O., who showed films of major circuses. Acts included Bert Deare, slack wire; Miss Eva Mae, cloud-swing; Lew Hershey and JoJo Lewis, clowns; Arnold's Barnyard Circus; Belmont Brothers, jugglers, and Miss Corrine, trapeze and muscle grind.

AROUND THE GROUNDS

Danbury (Conn.) Fair, which closed Sunday (6), drew total attendance of 163,436 in its eight-day run, final accounting shows. This tops by 22,000 the record set in 1941 when the event was last held.

Final tabulation shows attendance hit an all-time high at the 34th annual Waterloo (Ia.) Dairy Cattle Congress which closed Sunday (6).

Grandstand at the recent Bloomsburg (Pa.) Fair grossed $65,000 for afternoon and night shows. Figure was piled up despite the loss of one afternoon because of rain. Night feature was "Fair Politics of 1946," presented by Barnes-Carruthers office, Chicago. Two performances were staged one night. Daytime features were harness races, one performance by B. Ward Beam's Congress of Daredevils, one by Jack Kochman's Hell Drivers and an afternoon of auto races presented by Sam Nassi.

Leon H. Harms, secretary-manager of New Mexico State Fair, Albuquerque, advises that blueprints have been drawn up for widespread construction once building restrictions are lifted. Planned improvements include erection of a dairy exhibit building, junior dormitory, women's building, coliseum, race horse barns and permanent cafes; installation of a new sewerage system and extension of both ends of the grandstand.

Two New York dailies went all-out on fair coverage Sunday (6). Mineola (L. I., N. Y.) Fair and the Danbury (Conn.) Fair each rated a page of pictures in the magazine section of *The Daily News*, while *The Daily Mirror* contributed two pages to the Mineola annual. *The News* also ran a full page of cartoons, having fairs as a theme.

Parker Brothers, comedy knock-about team, who have been playing for the Barnes-Carruthers office, Chicago, have signed with the Curt Berger Entertainment Agency for club and banquet work in Milwaukee during the winter.

George M. (Sound Service) Handy has returned to Norwich, N. Y., after making a succession of fairs. He said he noted something new to him at the Transmbang (N. Y.) Fair, where he saw a high school band playing as it rode on the Merry-Go-Round.

Tex Saxon, a Jack Kochman Hell Driver, suffered neck and possible internal injuries Thursday (17) when the car in which he was performing at North Carolina State Fair, Raleigh, got out of control and rolled over end.

West Union, Ia., To Improve Plant, Add to Membership

WEST UNION, Ia., Oct. 19.—A move to improve Fayette County Fairgrounds here has been launched. One committee has been named to supervise the task of providing a more practical plant lay-out and another to conduct a membership drive as a fund-raising method.

Proposal calls for moving of the old grandstand, and, if necessary, construction of a new one; grading of a new track, and grading and general beautification of the grounds. Proposed new location of the track will make it unnecessary for patrons to cross it when entering the grounds.

Iowa Meeting Dates Set; Early Reservations Urged

DES MOINES, Oct. 19.—The annual convention of the Fair Managers Association of Iowa will be held Monday and Tuesday, December 9 and 10, with the State agricultural meeting Wednesday afternoon, December 11, E. W. Williams, association secretary, has announced.

The annual banquet is scheduled for Tuesday night, with price per person set at $2.50. Williams urges those planning to attend to make hotel reservations early, as other conventions overlap the dates.

Sandwich, N. H. (Pop. 700), Draws 14,000 to One-Dayer

SANDWICH, N. H., Oct. 19.—Despite a drizzling rain which started in the morning and continued into the afternoon, the annual one-day Sandwich Fair here October 12 smashed all previous attendance records with a paid gate of approximately 14,000.

Population of the town is slightly under the 700 mark, and visitors were hard pressed to find eating accomodations. Finding a place to sleep was also a big problem for those who had to stay over.

PACIFIC INT'L HIGH

(Continued from page 76)

stories handled daily by wire services.

Exposition uses own police, deputized by Multnomah County sheriff's office, grounds being outside city limits.

Only sour note was injected by the catering firm (Oregon Caterers) that handled restaurant and cafeteria. Prices—such as $3.50 for a steak dinner—was way out of line from city prices, and help was poorly adapted to requirements. Prices discouraged any turn-away crowds, and green help was found gabbing while customers twiddled thumbs at tables.

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Texas a Nifty; Exhibs Exceed Pre-War Mark

(Continued from page 76)

ings, and Gulf went a step better by contracting for the over-all sound system, and its pylons holding the speakers at strategic points over the entire layout added beauty and service to the picture.

Ag Story Well Told

Ordinarily when one hoofs thru the agricultural building at an ordinary annual the picture is anything but pretty and the usual repetition of product has a tendency to bore unless one is a producer and actually knows the finer points of the game. In competitive agricultural shows repetition is necessary, and important, but in placing a State's resources on display the handling of the ag show here was different and interesting.

There was no competition in this department, and the management did succeed in showing to fellow Texans what was being raised in the various soil sections of this massive commonwealth, and for those who came from out of State here was a comprehensive picture of what is being raised and produced.

For exhibition purposes the State was divided into its 15 different soil sectors, and each sector offered samples of its leading agricultural products. Exhibits were built and financed by various civic and State organizations, and they did an excellent job. There was room for improvement, but as Pierce Shannon, the public relations director, said, it was a start in the right direction to show Texans the world in general just what goes on here.

Quarter Horse Interest

Press and public alike proclaimed the quality of the stock show, and seats around the two judging rings were well filled at all times, even when torrential rains virtually closed activities on Tuesday (15).

Of particular interest was the quarter-horse show, first to be held here. The quarter horse, the natives say, is the one the cowpokes ride on the ranges and has an important part in the life of the rural communities. Owners of the blue ribbon stud and mare in this show were so proud they said a ribbon ceremony wouldn't be enough glitter to get them to part with their winners.

Should one attend this annual which was 16 days in duration, it would require at least three days to see it all. Two full days could be spent in the exhibit buildings and area and in the permanent museums on the grounds. Then, of course, there were the amusements. Tommy Dorsey headed an all-star stage and radio cast in the auditorium; a typical rawin' rodeo was offered in front of the grandstand, and *Icicles of 1946* held sway in what once was the rodeo arena.

Fourteen football games, including two Negro contests, were played in the Cotton Bowl, and the huge band shell offered a variety of musical presentations. Lone circus-type act encountered was Johnny Gibson's Hollywood Sky Ballet, offered twice daily as a free act by Pepsi-Cola.

A Nod to Hitzelberger

From stem to stern the grounds were attractive, and this must be considered favorable, as the fair society did not move out for keeps until May 1. Any fair executive whose grounds were utilized for four years by Uncle Sam's fighters knows the havoc that can be wrecked.

Interiors of all buildings took the customary scuffing from the hobnails, trucks, tractors, jeeps and what have you, yet when the gates swung open here Saturday (5) one would have to go out of his way to find evidence of the occupation.

W. H. Hitzelberger, a banker essaying his first start as vice-president and general manager of such an enterprise, and Roy Rupard, veteran secretary, accomplished a yeoman task in the reconditioning. Even as late as three weeks before opening it did not seem possible to complete the job, but when the gong rang the new wiring and indirect lighting were in the buildings, the paint was all dry, the flags in place, roads and sidewalks and paving repaired, and the music was turned on.

It will be interesting to follow the future of this annual under such directional genius.

Fair Dates

Below is a list of fairs to be held next week arranged according to dates, states and cities. This procedure will be followed each week.

The complete list of Fair Dates, in chronological order, for the remainder of the season was published in The Billboard dated September 28.

OCTOBER 27-NOVEMBER 2

ALABAMA

Dothan—Houston Co. Fair. Oct. 28-Nov. 2. Mrs. L. J. Linsford.
Monte—Monte Fair. Oct. 27-Nov. 14. Mort L. Bixler.

COLORADO

Durango—San Juan Basin Fair. Nov. 1-3. Chamber of Commerce.

FLORIDA

Panama City—Bay Co. Fair Assn. Oct. 28-Nov. 2. L. B. Merriam.

GEORGIA

Augusta—Richmond Co. Fair Assn. Oct. 28-Nov. 2. O. O. McCuller.
Douglas—Coffee Co. Fair Assn. Oct. 29-Nov. 2. Orrie A. Felton.
Eastman—Dodge Co. Agricultural Exposition. Oct. 28-Nov. 2. R. T. Ragan.
Glennville—Glennville Colored Fair. Oct. 28-Nov. 2. Herbert H. Adderholdt.
Quitman—Brooks Co. Fair. Oct. 29-Nov. 2. R. W. Emerson.
Savannah—Savannah Colored Fair. Week of Oct. 28.

MISSISSIPPI

Meadville—Franklin Co. Fair Assn. Oct. 30-Nov. 2. Annette Temple.

SOUTH CAROLINA

Chester—Chester Co. Colored Fair. Oct. 28-Nov. 2. Ben Glover.
Columbia—South Carolina State Colored Fair. Oct. 28-Nov. 2. Mrs. R. C. House.
Florence—Pee Dee Fair Assn. Oct. 28-Nov. 2. William H. Stackhouse.
Newberry—American Legion Fair. Oct. 28-Nov. 2. Curtis Epting.
Orangeburg—Orangeburg Co. Fair Assn. Oct. 28-Nov. 2. A. M. Hudson.

UTAH

Ogden—Golden Livestock Show. Nov. 2-5. R. A. Fjeldsted.

VIRGINIA

Kilmarnock—Lancaster Co. Fair. Oct. 28-Nov. 2. Dr. Norris.

CANADA

Amherst, N. S.—Maritime Winter Fair. Oct. 30-Nov. 3.

McDowell Elected President Of Knoxville (Ill.) Annual

KNOXVILLE, Ill., Oct. 19.—Kirk McDowell, Victoria, was elected president of the Knox County Fair at the annual meeting here Saturday (5). Other officers named were L. W. Cramer, Knoxville, vice-president, and Arvey W. Hanson, secretary-treasurer.

Directors are Hilding L. Johnson, H. E. Nelson and Oscar L. Olson, all of Galesburg; Guy Routh, Maquon, and Thomas Shea, Henderson.

Carl A. Morgan, Galesburg, is superintendent of concessions.

Senath, Mo., Nets $12,000 Profit to Legion Sponsor

SENATH, Mo., Oct. 19.—American Legion Fair held here September 23-28 netted a profit of $12,000, an all-time high, it was announced by the Barnes - Carruthers - Montgomery American Legion Post No. 303. Attendance ran 30 per cent higher than in any previous year. Closing night drew 15,000 people.

Moore's Modern Shows furnished the midway attractions, and they have been contracted to play the event again next year. Flying Melzoras headed the acts.

Dallas Plans BigExpansion Move for '47

Open Until Thanksgiving

By a Staff Correspondent

DALLAS, Oct. 19.—When independent show and concession operators move off the grounds Monday (21) and the crew begins cleaning up after the revival of the State Fair of Texas, energies of the administrative staff will be turned back to the permanent amusement park project and plans indicate this staff will be busy, indeed.

W. H. Hitzelberger, completing his first term as vice-president and general manager of the entire State Fair project, and Roy Rupard, veteran secretary, have announced elaborate plans for enlargement of the perma-

(Dallas Maps Big Expansion page 82)

Mullin Visits Steppe

DALLAS, Oct. 19.—John Mullin, operator of the funspot in Tulsa, Okla., visited Norman Steppe, Music Corporation of America manager, here Friday (18) and arranged for band bookings at the Tulsa Auditorium and the dancery on the fair grounds. Mullin, visiting with Ray Marsh Brydon on the State Fair midway, revealed that his Tulsa spot was a big winner until July 20 when polio hit the territory and knocked out the business.

Sunny Sunday for Coney

NEW YORK, Oct. 19.—Clear and sunny skies last Sunday (13) netted Coney Island's 17-it-sized crowds. Auto Scooter rides and Merry-Go-Rounds, as well as Penny Arcades, Bingo parlors and eateries along Surf Avenue opened at noon and did brisk business.

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William O. Hammontree
2709 Rossville Blvd. Chattanooga, Tenn.

McSwigan Due in Chi To Aid Make Ready for NAAPB Meet

CHICAGO, Oct. 19.—A. B. McSwigan, president of the National Association of Parks, Pools and Beaches, is coming here next week-end from Pittsburgh, where he operates Kennywood Park, to assist in plans for the annual convention of the association in the Hotel Sherman here December 1-4. He will huddle with Paul H. Huedepohl, association secretary, who has been busy handling the many details connected with the sessions and its trade show. Exhibits will surpass in number and quantity those of any year since the convention was first held in the Hotel Sherman. As all of the space originally planned for exhibits had been contracted and because of a persistent demand from exhibitors for more booths, an additional wing of the mezzanine floor has been made available to the hotel.

"What pleases me is that the pictorial displays of recent years will be gone and in their place will be 'live' exhibits," Huedepohl said in discussing the exhibits.

Reopening of Roton Point In Prospect for Next Year

NORWALK, Conn., Oct. 19.—Roton Point Park, closed since 1942 when Neville Bayley sold the property, is expected to be reopened next season. Bayley, who operated the park 25 years, sold one section to the Sixth Taxpayers District of Norwalk, which is Rowayton. The other section, including the beach bathhouses, pier and picnic grove, was sold to a group of persons, headed by George McKendry, of New Canaan, Conn., and has been operated exclusively as a beach club.

If reopened, it is doubtful rides and other amusements would be restored the first season, all having been removed when Bayley sold out. Park probably would concentrate on beach facilities and dance pavilion, which formerly booked big name bands. Excursions from New York also would be resumed, it is expected.

New Jersey Shore Resorts Get Big Play From Philly

PHILADELPHIA, Oct. 19.—Checking on how many Philadelphia families went out of town on vacations and where they went, *The Evening Bulletin* found in a poll that three out of every eight families left the city for intervals ranging from less than a week to eight weeks and that most of them went to New Jersey seashore resorts.

Thirty-one per cent of those queried said they spent their vacations at Atlantic City, 18 per cent at Wildwood, N. J., 5 per cent at Ocean City, N. J., and 15 per cent at other points in New Jersey. Nine per cent went to mountain spots in Pennsylvania, 7 per cent to New York State locations, 3 per cent to New England, and 12 per cent to other points within the U. S. Foreign travel, including Canada, was only ½ of 1 per cent.

Dania (Fla.) Foundation Receives Animal Shipment

FORT LAUDERDALE, Fla., Oct. 19.—A consignment of wild animals from Asia, including cobra apes and monkeys, snakes and a Malayan sun bear, arrived here and is now at the Anthropoid Ape Research Foundation near Dania. Animals were shipped from Slam late in July, arrived in Philadelphia on the Nicaragua Victory and were flown here by the Air Cargo Transport Company.

Included in the shipment were 19 cobras, 10 pythons, 14 gibbons, the sun bear and a number of monkeys. Ten elephants, some tapirs and a number of gibbons were left in Bangkok thru lack of shipping space.

Dreamland Park Theater To Operate Year Round

READING, Pa., Oct. 19.—Dreamland Amusement Park near here, with the advantage of a 4,000-seat indoor rural theater, will continue operations the year round. Week-end shows will be booked, bringing in Broadway as well as the Western attractions. During the summer season park theater featured Western and hillbilly attractions exclusively.

Park's theater ushered in the fall season September 21 with Dick Thomas, Pappy Howard's Radio Jamboree from WJW, Cleveland, and the following day added Ben Ali's magic show. On September 29 the park featured its first Broadway attraction with Eddie (Mut) Kaplan and his *Screwballs of 1946* Revue, Riff Robbins Trio and Stan Noye and His Honky Tonk Band. Park also plans on bringing in traveling dance bands. Spot has booked Alex Bartha's band, with Marty Bohn's Crazy Show for Sunday (13).

Memphis Officials Visit Illions' Rides in Dallas

DALLAS, Oct. 19.—John B. Veasey, chairman of the Memphis park commission, and Harold Lewis, Memphis park superintendent, visited the State Fair of Texas here Thursday (17) to inspect the Bozo and Rapids, rides owned and operated here by Harry A. Illions.

Veasey declared that the Memphis city dads intend to go thru with an extensive improvement on Fair Grounds Park in that city, the entire layout to be completely modernized and streamlined. He also stated that the rides at the Memphis Fair in 1947 is a certainty.

Pittsfield Park Planned

PITTSFIELD, Ill., Oct. 19.—Purchase of a 40-acre tract for a park is announced by the American Legion post here. Park, the second in Pittsfield, will be a memorial to men who lost their lives in World War II. Spot will have baseball diamonds, tennis courts, playground area, picnic grounds and circus and carnival space.

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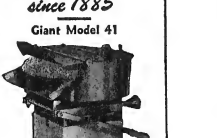

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Some Clouds In Blue Sky

Problems not seen as insoluble—promotion, mass activity box-office keys

By Albert F. Schneider

CINCINNATI, Oct. 19. — Roller rink operators the nation over, polled by *The Billboard* for their opinions on business prospects for the 1946-'47 season, responded in a fashion that will leave no doubt in the minds of observers as to what the outcome will be. Generally speaking, the replies indicated that operators are headed for a bang-up season that is likely to match, and in some cases exceed, anything heretofore experienced by them.

The business picture, however, is not without obstructions. During the past 10 years roller skating has ridden the crest of a wave that has swept the sport from the diaper and safety-pin class into the big-business bracket. Accompanying that climb on the success ladder have been problems that call for high-caliber operation. Most operators expressed themselves as being optimistic, it was noted that some of the others see a definite need for a more intensive cultivation of the field.

Of temporary importance, it was noted, is the economic chaos that is gripping the country because of strikes, government restrictions and international problems.

Ex-G.I. a Problem

Not incorrectly was it reported in *The Billboard* by E. M. Mooar, of Carman Roller Rink, Philadelphia, that returning servicemen were giving rinks the brush-off. Almost without exception, operators noted that loss in patronage is a definite problem that called for solution. Some rink men offered special inducements to ex-G.I's to lure them back, while others depended on standard promotions to regain the trade—both methods meeting with some success. This drop-off in trade, however, was counter-balanced to a fair degree by a new batch of teen-age skaters, it was reported.

Other problems of a more pressing nature were the matters of club activities, new methods to increase and hold patronage and, by inference, de-emphasis of competitive skating, all of which are more fully discussed in the contributions to follow. Practically all operators reported continuation of business activity at a high level. This is in variance with reports coming to *The Billboard* to the effect that there has been a general levelling off in amusement business receipts all over the country. This is particularly true of the West Coast, which is reported by in a good-sized slump, with box-office takes from San Diego to Seattle down as much as 50 per cent.

Fred A. Martin, Detroit, writes: "Being secretary of the RSROA and operator of one of the country's largest rinks, I have had probably the best opportunity of analyzing conditions thruout the business. It is true that our nation is standing under a terrific strain of internal and international troubles which has affected and will continue to affect business. Our labor problems disturb the entire equilibrium of the country. It is only natural that we in the amusement business who cater to a younger generation should feel the pressure immediately. Another point is that too many operators had set their minds thinking that when G.I.' Joe returned everything would be rosy. Well, that did not work out so well. Joe, after spending two to four years in service, has had a change of heart, made new friends and directed his entertainment attentions elsewhere. He has drawn away from skating. We have found that out at Arena Gardens, and here we used every method at our command to bring them back in the fold. One of the best inducements was the giving of one month's free skating pass to every one of our boys who returned. If married we gave one to include his wife. That helped, and I feel that it did bring back many who would otherwise have forgotten skating."

"One of the most important problems for us to solve today is new

FRED A. MARTIN (right), U. S. RSROA secretary, bids farewell to the good-will delegation which took off by plane from Montreal October 4 for a tour of Europe. Left to right: Mrs. A. S. Barker; A. S. Barker, Canadian RSROA president, Vancouver; Norman Lahn, U. S. intermediate men's figure champ from Brooklyn and pairs champ with Margaret Wallace, lady figure title holder (next to him), and William T. Brown, seattle, U. S. RSROA proxy. Fred H. Freeman, Medford, Mass., temporary chairman of the committee for the World Roller Skating Congress, and Mrs. Freeman left on the same trip via a U. S. line from New York.

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methods to help increase patronage. Skating is here to stay. What are we doing to help it? We need good, strong skating advancement classes. We need wholesome musical programs with which to keep the skater interested. Here at Arcna, where skate dancing has predominated (please note—mass skate dancing—not competitive), we find ourselves enjoying top business this season and attribute this to the exploitation of mass skate dancing. Everybody loves to dance, so why not give free dancing on a paying basis. During our programs we never miss giving patrons two skate-dance periods. The first is bronze dance; the second is made up of silver, gold and optional dances, each period consisting of 10 minutes. We find that the majority of skaters who do not know how to dance will line the rails and watch that part of the program with envy. These are your prospects for your mass skate-dance classes. I am happy to state that at the present moment our dance classes are very popular. To me that seems to be the answer to a future for all of us. Keep your skaters interested with something new. Keep them busy; they will stay."

Schmitz Promotion-Minded

William Schmitz, general manager of the American-Wheeling chain of rinks and secretary of the United Rink Operators, sees a pressing need for promotion if business is to continue at a high level. Schmitz in outlining his views said: "The war years ruined skating more than any other amusement business. The majority of skaters range from 16 to 22 years of age. When the boys went into service their girl friends, not wanting to skate alone, drifted to other forms of amusement. The boys who remained at home worked in war industries. Some were kept away from rinks because of their working hours, while others, when for the first time earned big money, could not resist the lure of night clubs, and instead of skating two to five times a week, cut this recreation to two nights per week.

"Almost every child at one time or another received a pair of roller skates and in that way became a prospective rink customer. Since production of street skates was stopped during the war, this new crop of skaters naturally did not come along.

"Many of the boys and girls who went to war have never smoked, liquor but spent an hour or so after skating at a soda fountain. The story changed this. Now these same skaters can now be seen in taverns. Of course, some of them returned to the rinks.

31 Per Cent Hike in '46

"The average operator had high hopes when the war ended, but was disappointed when he found that the year 1945 was one of the worst in the roller skating sport. The year 1946 shows great improvement. Statistics accumulated at this office show an increase of 31 per cent for the first six months of 1946 against the same period of 1945. This is mainly due to the fact that large wages earned during the war have been greatly reduced, and the patron must live more or less on a budget. Roller skating always was a depression business, since it is the cheapest form of recreation. We can look forward to better business in the 1946-'47 season.

"This, of course, does not mean that operators need only open their box office to take in money. It takes promotion the same as in any other business. Seasonal parties were much neglected during the war, partly because decorations, etc., were not available. Many operators were troubled with inferior help because federal agencies looked at the roller skating business as unnecessary.

"AOW has already prepared its program for the coming season. Most of our key employees who had been in service have returned, and everyone is eager to do his part to make the season successful. Racing, which has been neglected for years, is again in the limelight. AOW has organized racing clubs in all its rinks. Racing itself will not increase receipts, but many operators and visitors will be glad to include it in their sports pages. This brings roller skating before the public.

Cater to Family

"Promotion is a long-range program. Some operators believe that if they spend $1 today they must take in $2 tonight. However, the successful operator is satisfied to spend $1 today if it will bring him $2 within the year. The plastic floor is another form of promotion. It is far from perfect, but there is no question that it will be the coming thing. Of course, it is a lot of work and grief, but if perfected it will eliminate dust, and at least 25 per cent more people who heretofore believed the dust would will take up skating. No other form of recreation is as well adapted to the entire family as roller skating. Operators should form Old-timers' Clubs, pay more attention to parents, or have a Parents' Night, and make it inviting parents to come in free of charge if accompanied by a child. Special attention should be paid to the parents on each day. If some of them can be persuaded to put on skates many others will follow.

"Summing up my views, I express the following facts: keep the rink clean, be courteous and see that your patrons have an enjoyable evening. Do this and you'll find that the b. o. will take care of itself."

Biz Hefty in Portland

Pointing to the fact that business at his rink is above last year's and that the trend still seems upward, E. H. Bollinger, operator of Oaks Park Rink, Portland, Ore., offers a number of reasons for that condition. "Classes are now being held for skatersa," he writes. "We did not have them during the war, as our teacher was in the navy. Schools and church organizations are skating today more than ever before. The reason for this is that parents of the children are at last beginning to know that skating rinks are nice places to send their children for an evening. Returning servicemen in this locality have started to skate again. This, we feel, is another reason for our pick-up in business. When the war was on we skated quite a few servicemen, and the returning serviceman has more than replaced those who have gone home. We are now looking forward to the most prosperous year in our 41 years of operation."

"During the past months it has been my privilege to visit rinks in many parts of the country, and it is my opinion that skating's decadevelops his own trend," says Perry B. Giles, operator of Curvecrest Rink, Muskegon, Mich. "However, the general outlook seems to be toward a good season.

Clubs Unsociable?

"In Curvecrest I believe the most outstanding trend is toward better skating for the masses rather than spectacular achievement by a few. Club activity is not particularly popular here due to a general feeling that the members are unsociable. This is not an indictment of clubs in general, the I do feel that it is the most common fault of many clubs.

"However, the reluctant to join in club activities, most of our skaters show a strong desire to better their skating. This fact is indicated by the surprisingly large registration in our fall class in elementary dance skating, which is open to the public. As this class is held immediately preceding the evening session, most members stay for the session, which increases the evening attendance as well as bettering the quality of skating at that session.

"I consider this a very healthy condition, as the skater who is learning something is the one who shows up two or three times a week. While we do not intend to neglect those skaters who aspire to solo honors, we are much more proud of the growing number who are improving their skating only for the enjoyment it brings.

"I find more servicemen returning to resume skating than I had anticipated, and in general they mix well with the newer crowd. I notice, however, that a large percentage of them return ripe for matrimony so that in the natural course of events many of our young couples are lost to us, temporarily, we hope."

Louisville Bonanza

J. R. Singhiser, manager of the Fourth Avenue and Fontaine Ferry Park rinks, Louisville, is optimistic over prospects for roller skating in his territory. "We are happy to report," he writes, "that our business continues to be as good and slightly better than it was during the war years. We are very optimistic about the returning servicemen. Our roller skating club has increased tremendously in membership since the return of servicemen, and we find considerable interest in the club among vets and a desire to learn international style dancing. We have employed a pro and have an extensive series of classes arranged for both rinks."

Carey Sees Good Season

Malcolm J. Carey, operator of Circus Garden and Carman rinks, Philadelphia, also expects a good season. "Considering the general trend of business today," says Carey, "we believe our 1946-'47 season will compare favorably with those of former years. While there is no question that returning service skaters failed to respond as expected, there is a marked increase in the number of teen-agers at evening sessions. The East has been enjoying summer weather, but cooler nights will eventually increase business to a larger extent. Another factor to be reckoned with is that many industrial concerns are still working night and (See Ops Are Optimistic on page 82)

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GOLDSBORO, N. C., Oct. 19.—Florida Blossom Minstrel Show, a tent outfit, begins its fall and winter tour under new ownership-management of R. B. Harris, Albert P. Gaines and W. Emerson Sapp.

The org will be managed by Gaines and Sapp, superintendent of transportation. Latter's wife is the former Hortense W. Collier, well known in show business.

Production and direction of the show will be in the hands of Charlie Davis. Rod Harris will be in charge of the business end.

Show begins its tour next week, winding southward thru North and South Carolina, Georgia, Florida and Louisiana, and heading back northward in the spring.

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REP RIPPLES

H. DOWNS, whose film show is playing Sullivan County, New York, reports good biz. He has some bookings in Pennsylvania after November 1. . . . Griffin Players are working around Tallahassee, Fla. . . . Loring H. Cowles writes: "Have had a good season at Maine fairs and will open vaude-pic show next week in Belfast, Me. Will also play dates with my religious pic show in my established territory in Central Maine. . . . Jameson Players, four people, have recently been in Southern New Hampshire. . . . Graham's Animal Show reports okay biz in Southwest Kansas. Camden Players have been using E. F. Hannan's *Sweet Bye and Bye* around Erie, Pa. . . . Gott's Family Show is in the Fargo, N. D., area. . . . Errol Moody is playing auspice dates with his 16-mm. show in Worcester County, Massachusetts. He headquarters in Holden, Mass. . . . J. Marsden has a religious film show in the Oswego, N. Y., sector. He winters at Clearwater, Fla., and shows in that sector later. . . . Leonard Boyce has a pic show around Racine, Wis., playing under auspices. . . . Leray Players have been showing around Norfolk. . . . Northampton Players, four-people colored org, are in New England. . . . Ralph Burrell writes from Vancouver, B. C., that the Crawford Family Show several times in Western Canada and found it a good little show with pix and vaude. I will soon open in this sector with my picture show."

WILSON BROS.' Show, moving on six semis and trailers and a bus, will play Louisiana and Mississippi until Christmas. . . . Grinnell Players are making a New England town-under auspices of French-speaking societies. Their home base is Montreal. . . . Walter Castle writes from Elizabethtown, N. Y.: "I will have a pic show in this sector after November 1, with enough film for three-week stands, opening near Plattsburg. . . . Costa Show, four people, playing three-day stands with short-cast bills and pix, is in the Cobalt region of Canada. . . . Rogers has a film show around Boone, Ia. . . . Grant and Berger have a picture show in Essex County, Massachusetts. . . . Chester Cobb reports good biz in Niagara County, New York, with his hall-school pic show. He also plays religious films one night a week. . . . Alfred Dumont has a pic show in Western Massachusetts. . . . Ed Hiler cards"that he has closed his Circle H Ranch Show and that the equipment has been sold. . . . Edgar Newton writes that James Plumley, brother of Earl Newton, is home in Oak Hill, W. Va., on a 30-day furlough; that the elder Newton is ill and Mrs. E. E. Newton was recently released from hospital. In other words, it would be well for Earl to contact home.

NEIL SCHAFFNER is resting at Hot Springs after closing a successful season at Queen City, Mo. . . . John Caylor, who had his own show out for years, is manager of a restaurant chain and resides in Kansas City, Mo. . . . Chick Boyes, veteran Nebraska showman, reports excellent biz on his radio show circle out of Kearney, Neb. . . . Paul Weiss, leading man and pianist with rep and stock orgs, is out of the army and is handling the new dramatic and ork department of the Tom Drake Agency, Kansas City, Mo. . . . Wayne and Lou Huff, with Midwest rep shows for years, are in the publishing business in Dallas.

OPS ARE OPTIMISTIC

(Continued from page 81)

day shifts and those who skate can easily attain when off night duty—usually every other week. We have planned to introduce speed events and other b.-o. drawing features. The high cost of living naturally cuts into young people's spending money. Funds of social organizations will no doubt diminish and the staging of private parties to raise money for these should increase. These affairs have proved successful both from a financial standpoint and as feeders for new business. Personally, I don't see anything to worry about and believe we will have a very successful season."

Outlook Good in St. Louis

Carl Trippe, operator of Ideal Roller Rink, St. Louis, and rinks in that vicinity, said: "Skating in this part of the country is becoming popular because of music. Classes and interest in the medals offered at the national meet. We had a couple from our rink who won the city and State junior dance contests. We sent them to New York and they placed fifth in the nationals. Seasonal parties, such as Halloween, etc., are regular features at our rinks. Our park season was very successful. The ex-G.I. is not skating as we thought he would. A lot of them came back and got married. It seems that skaters are three or four years younger than a returning serviceman. We are catering to the younger kids."

Annon Hooks Up With Dan Good

BARTOW, Ga., Oct. 19.—Karl K. Annon, agent for Silver Bros.' Circus several seasons before entering the armed services, is now associated with Dan Good in the operation of Annon's Tent Show, a new outfit in its third week, showing Western pix.

Top is a 40 by 60 and seats 250. Org has a popcorn stand and a ball game. Biz is reported very good.

Grace Annon is in the box office. There are two working men. Show will stay out all winter.

Carbe Joins Cinemart Staff

NEW YORK, Oct. 19.—Andre H. Carbe has joined the staff of Cinemart, Inc., to take charge of production. Cinemart is producing a series of documentary films on international subjects and domestic social issues. It is also working on a series of concert and ballroom dance shorts for both theatrical and non-theatrical distribution. Harold Kovner is president of the company, and Varian Fry, vice-president and general manager.

Dallas Maps Big Expansion Plans

(Continued from page 79)

nent funspot. They will keep rides and permanent concessions in operation until Thanksgiving Day, and that will be whichever Thursday in November President Harry Truman designates. If there are two Thanksgivings, the Dixie version will get the nod.

Funspot opened last March and business held up thru the entire summer as the result of an intelligent promotional campaign in which the family theme was emphasized in every conceivable manner. Pierre Shannon, publicity director, hammered on the idea that juvenile delinquency can best be combatted by family action, and that juveniles pastiming with their parents seldom become problem children. Hence, it was a "bring-the-entire family, fun-for-all" theory that was hammered at prospective customers, and coffers of the various rides and attractions proved the soundness of the theory.

This theory will be worked stronger than ever in the future, and with this thought in mind, the executives have laid plans for future development of the spot. Next move will be establishment of a family picnic grove at the lower end of the midway, where the now almost-forgotten race clubhouse once stood. Grove will be Latin-American in design, patterned after a huge ranchero patio. There will be the customary picnic tables, barbecue pits and shade trees for the convenience of the all-day visitors.

Permanent installations now include every type of juvenile riding device, and officials will attend the annual convention of the National Association of Amusement Parks, Pools and Beaches in Chicago with the idea of snagging any new type which may be exhibited at the trade show. Also, the present Coaster is said to be lugging its last patches and as soon carpenters and laborers will start demolishing it. This means that a new and modern Coaster will be erected before next spring.

While Strolling Thru the Park

Jack Greenspoon, of Seaside Amusement Park, Virginia Beach, Va., stopped off in New York the past week, en-route from Miami, to Canada, where he will visit J. W. (Patty) Conklin.

Bob Rennie, general manager for Jantzen Beach, Portland, Ore., knocked off for a week-end California vacation after park attractions closed for the season.

E. C. Velare writes from Long Beach, Calif., correcting a previous item. He points out that he did buy a 30-foot frontage building on the Long Beach Pike in which a bottle joint and snake show were at that time located, but "I did not buy the concession or show. I intend using the location for an entirely different purpose," he said.

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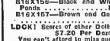

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Imported SWISS POCKET WATCH
IMMEDIATE DELIVERY!
Easy To Read Dial! Precision Made!
Think of it! A fine IMPORTED Swiss Pocket Watch for only $4.57 Each. A truly sensational bargain—especially with low priced watches still critically scarce. In fact, we were only able to secure a limited supply—so rush your order and be sure your order is on its way tomorrow. Precision built by expert Swiss craftsmen—with exacto-read dial and beautiful chrome case—a watch that offers a lifetime service. Quantities limited. Terms: ½ with order, balance C. O. D. Montgomery, Alabama.
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IN LOTS OF 6 OR MORE ONLY.
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12 ADAMS AVENUE MONTGOMERY 4, ALABAMA

Immediate Delivery
"THE BALLOON KING"
10,000 Gross Balloons

	Per Gr.
#4 Balloons	$ 2.50
#6 Balloons	3.75
#8 Balloons	5.00
#7 Balloons	4.50
#5 Balloons	6.00
#9 Balloons	7.00
#11 Balloons	9.00
#16 Balloons	15.00
#312 Balloons	7.25
#416 Balloons	9.50
#524 Balloons	7.00
#14 Kat Printed Balloons	15.00
#9 Musical Balloons	9.00
#11 Musical Balloons	12.00
Football Printed Balloons	10.00
Aluminum Balloon Sticks, 20 inch	1.75

SPECIALS TO JOBBERS THIS WEEK ONLY
100 Gross #4 Balloons $225.00
100 Gross #7 Balloons 400.00
100 Gross #8 Balloons 550.00
100 Gross #6 Balloons 600.00
100 Gross #11 Balloons 725.00
100 Gross #416 Balloons 325.00
100 Gross #524 Balloons 625.00
20 Gross #16 Balloons 900.00
1000 Gross Unprinted Sticks 15.00
1000 Comic Buttons, 4 in., Wolf, etc. 85.00
1000 Comic Buttons, 2½ inch 50.00
1000 Comic Buttons, 1½ inch 15.00
1000 Comic Buttons, ½ inch 7.00
All Above Buttons Have Pins Attached.
Bee Playing Cards. Per Dr. 6.50
Bicycle Playing Cards. Per Dr. 12.00
Aviator Playing Cards. Per Dr. 32.00
Magnetic Fishing Dogs or Elephant and Mule. 10 Dr. 150.00
Magnetic Fish, Tinted, Transparent, 10 Gr. 35.00
Metal Noisemakers 120.00
Burgess Batteries, Fresh This Week. 100s 60.00
Burgess Batteries (Penlight). 1000 ..... 32.00
Reynolds (4002) Pens. Per Gr. 36.00
Stainless Steel Watch Bands (Adjustable). Per Dr. 18.00
Harmonicas, Double Reed (Imported). Per Dr. 250.00
Bugle Boy Bugles, 8 Gr. 90.00
Medical Pocket Knives (Genuine Aluminum). 3 Doz. Cases 180.00
NO LOTS BROKEN.
1/2 Deposit With Order—Balance C. O. D.
(NO EXCEPTIONS)
The Border Novelty Co.
405 Woodward Ave., DETROIT 26, MICH.
Phone: Cadillac 6261-6263

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Sterling Silver Wedding Bands. Per Doz. $ 6.00
Per Gr. 66.00
Sterling Silver Whitestone Solitaires with Wedding Bands. Per Doz. 7.00
Per Gr. 75.00
Whitestone Gold Filled on Sterling Silver Base Whitestone Solitaires. Per Doz. 12.00
Whitestone Wedding Bands. Per Doz. 9.00
Lady's Bridge Whitestone Engagement Ring in Sterling Silver. Per Doz. 4.50
14K Gold Plated on Bronze Base Metal Initial Rose Ladies' Rings. Per Doz. 2.50
Per Gr. 27.00
Men's Heavy Sterling Silver Whitestone Solitaire Ring. Per Doz. 12.00; Per Gr. 120.00
In 14K Gold Over Sterling Silver. Per Doz. $18.00; Per Gr. 192.00
25% Deposit with Order, Balance C. O. D. Plus a variety of Ladies' and Men's Fashion Colored Stone Rings. No Catalog. If samples are desired, $10.00 per assortment.
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Large assortment of NEW 1946 outstanding creations. Perfect quality. Extraordinary values. Silkies, Jerseys, Broadtails, Persians at positive prices. Have 25% DEPOSIT with order. Write TEA MENOW for your ready selling furs to your friends and customers. Send TODAY for our Wholesale Catalog and Price List. It's FREE.
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3,000 PIECES, ASST., $25.00
SOME ITEMS RETAIL @ 25c Ea.
Lots Less Than 3,000, 1¢ Ea.
L. H. G. COMPANY
10 E. 16th St. New York, N. Y.

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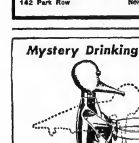
Gold Balls, Gr.	$ 4.75
Gold Balls, American made, beautiful finish, Gr.	6.00
Tinsel Balls, Gr.	3.50
Tiny Footballs, Gr.	2.00
Plastic Footballs, Gr.	3.75
Football Pobs, gold finish, Gr.	4.00
Football Fobs, plain finish, Gr.	2.00
Football Players, 2¼" Ea.	.07
Rabbits Feet, 100	.04
2-ft. Ribbon, any color, Yd.	1.75
Football Buttons, pewter, Gross, 100	

BALLOONS

# 11 Special, Gr.	$ 7.25
# 11 Printed, Special, Gr.	8.50
# 12 Printed, Special, Gr.	9.50
# 12 Pastel Gas-Ace print, Gr.	11.00
# 14 Gas Mod. with ears, Gr.	14.00
# 18 P Paddle, Gr.	17.50
# 5 Round, special, Gr.	7.50
# 5, Gr.	6.00
Gas Balloons, Gr.	5.75
# 25 Gr.	9.50
Airplane Balloons, Gr.	9.00
Balloon Sticks, 18", Gr.	1.00
23", Gr.	1.25
48 Lines Rubber Buttons, M.	1.00
Imported Checks Charm Knives, carded, Just Arrived, Gr.	3.00
Paper Floats, Gr.	4.50
Assorted Paper Floats, Gr.	4.50
Paper Hat or Mat Bullet Key Chain, Gr.	2.25
Purple Pup on Key Chain, Doz.	2.25
Dimes Paper Mates on Sticks, Gr.	16.00
Deluxe Flying Birds, Gr.	12.00
Lash Whips, full size, Gr.	18.00
50 Lines Welcome Home Stars Bull. M	10.00
Metal Strike, Gr.	7.50
Mineral Spring, Gr.	7.50
Large Leather Police Badges, Gr.	3.00
Red, White and Blue Assorted, special, Gr.	15.00
Metal Gun and Holster for Bacon, Gr.	14.40
Miniature Gun and Holster, Gr.	7.50
Pin Wheels, plastic, Gr.	7.50
For Monkeys, Gr.	3.00
Plastic Gun with Mirror Assrtd. Gr.	7.50
Plastic Cowboy Hats, Gr.	3.60
Individually boxed, Gr.	4.80
Plastic Scotty Dog, pin back, carded, Gr.	4.80
Paddle with Comeback Ball, Gr.	12.00
Plastic Whistle, Gr.	4.50
50 Lines Buttons, Circus, Rodeo, Fire, Comic, 100	1.75
1,000	16.00
50 Lines Fancy Rope Buttons, 1,000	16.00

9/4 Gross, Balance C. O. D.

SCHATTUR NOVELTY CO.
142 Park Row New York City



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$30.00 A DOZEN

Sample Prepaid $3.00.

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CUSTOM NOVELTY JEWELRY, PINS, EARRINGS.
BRACELETS, LOCKETS, etc., in Sterling, Gold Plated, etc., Finishes.
$1000 Retail Values, Lots $25
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Combination WONDER DOG—DOES EVERYthing but talk. Fort $1.00 writes. $7.20 per dozen, postpaid. Sample, $1.25. Dog Whistle, postpaid, $1.00. Jack Blades, Box 344, Alfonso 5, Mo.

LADIES — MEXICAN, IMPORTED WOOL, Embroidered Jackets, Beautifully embroidered, 3-piece squaw for sports, work or evening wear. Each garment different design. Bright to 52-46. Sizes 10 through 18. Colors: white, red, blue, yellow, green. Send size, color, name and address. Satisfaction guaranteed. $19.47. Los Amigos, Apartado 1, Juarez, Chihuahua, Mex.

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Many Styles
Also Folding Tables
PROMPT SHIPMENT
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Corner 26th St.

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NEW FAST SELLING NOVELTY — BIG seller. Send dime and 3c stamp for sample. Agents wanted. Send order now. Dept. 10, Hermann Novelty Co., Dyersburg, Tenn.

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SELL FULL, PART TIME—INDIVIDUALIZED Bells, Buckles, Cup Racers, Tie Holders, Thousands of combinations. Write today special quick offer. Rogers, Write today special quick offer. Rogers, 1 N. 3rd St., Rogers, Ark. 0c26

SELL CHRISTMAS CARDS — BEST MONEY Assorting exquisite Christmas, Everyday, Wrapping Assortments. Sensational Gift Wrap Assortments. Personalized Christmas Box on approval. Free samples at 50 for $1.00 Christian Cards. Special offers. Schafer Publishing, 343 Broadway, Dept. Q-35, New York 13.

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SOCIAL SECURITY METAL PLATES—RED, White and Blue, $4.00 per 100. F. O. B. Chicago. Sample, 10c each. Charms & Cuts, 447 S. Dearborn, Chicago 5, Ill.

SOMETHING NEW TO STIMULATE SALES! Perfectoria Advanced Veneer and Mint Flavors. Good demonstration sells anyone. Plenty of action. Single bottle, $1.00. Double sales kit, one bottle of each with sales points and demonstration practice. $2.00 postpaid. Get started today. Send for sample to Metal Products Co., Dept. B, Troy, O. 0c26

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ADVANCE NOTICE—WILL HAVE BY OCTOber 1st 1947 from Trinidad, Lots of Baboons, Tooth Pythons from Siam, Cobras from Siam. Those big snakes with attached crystals. Write or wire Ross Allen, Silver Springs, Fla. 0c26

FOOTBALL CATALOGUE NOW READY

CHENILLE FOOTBALL DOLLS, ALL COLORS, PER DOZEN	$ 2.00
12 INCH FUR MONKEYS, BRIGHT COLORS, PER DOZEN	7.50
#14 Cat Balloons, Per Gross	13.50
J-30 Heavy Target, Per 100	21.00
#9 Print Balloon, Per Gross	9.00
# 11 Balloons, Per Gross	15.00
# 11 Balloons, Per Gross	7.50
# 8 Balloons, Per Gross	5.00
# 8 Balloons, Per Gross	5.50
# 7 Balloons, Per Gross	4.50
# 5 Balloons, Per Gross	3.50
# 5 Balloons, Per Gross	5.00
2312 Balloons, Lord, Per Gross	9.00
Heavy Maple Walking Canes, Per Gross	66.00
5 Inch Plastic Tester, Per Gross	13.50
4 Inch Comic Buttons, Per 100	10.00
48 Lines Comic Buttons, Per 1,000	10.00
Spanish Hats, Per Gross	27.00
Plastic Mood Rings, Per Gross	27.00
Rhine Stone Rings, Per Gross	19.50
Dinky Hats, Per Gross	10.80
Bullet Hats, Per Gross	22.50
Birds, Per Gross	12.00
Whips, Per Gross	12.00

We Take Orders for Special Pennants, Buttons for Parks, etc. 1/3 Deposit with All Orders.

Balloon Sticks, Per Gross	1.00
Comedian Dolls, Per Gross	11.00
Feather Dress for Dolls, Per Gross	9.00
Dolls, Per Gross	11.00
Plastic Mood Jewelry, Per Gross	27.00
Miniature Gun Holster, Per Gross	7.50
Large Hawaiian Lei, Per Gross	12.00
Small Hawaiian Lei, Per Gross	9.00
Assorted Bow, Saddle, Steer Pins, etc., Metal, Per Dozen	1.00
Oversized Fish Metal Trumpets, Per Gr.	9.00
12 Inch Metal Horns, Per Gross	15.00
15 Inch Metal Horns, Per Gross	21.00
Plastic Police Whistles, Per Gross	4.50
Plain Rabbit Feet, Per 100	4.00
Fancy Rabbit Feet, Per 100	8.00
Oats, Per Gross	12.00
Red, White & Blue Ribbon 2½ Yds. 50 yds. Roll	4.00
Red, White & Blue Ribbon 2½ Yds. 100 yds. Roll	7.50
.25 Ribbon, all colors, Per 100 yds.	3.50
70-L Buttons—Comic, Comic, Rodeo, Per 1,000	35.00
70-L Buttons—Comic, Circus, Rodeo, Fire, Wild West, Per 1,000	15.00
70-L Baby and Boxer Buttons, Per 1,000	15.00
70-L Lucky Buttons, Per Gross	1.50
Lucky Dice, Per Gross	2.00
Large Bullet Key Chains, Per Gross	6.00
Whips, Per Gross	10.80

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More Convenient — Larger Stocks — Quicker Service
Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Housewares, Aluminum Ware, Decorated Tinware, Toys. Every Kind of Glassware, Blankets, Hampers, Hassocks. Plaster, Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

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FIREWORKS SPARKLERS

8 Inches Long—8 Sparklers to a Box.

$8.64 Per Gross Boxes

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CZECKO-BRITE
IMPORTED BLUE WHITE SIMULATED
MEN'S
DIAMOND RINGS

Looks Like the Real Thing!

In extra heavy solid Sterling Silver
Highly polished look like White gold. Solid filled in backs.

These rings are well made. Built to last for generations.

AMAZING BRILLIANT BLAZING BEAUTIFUL

CLOSE OUT
While Stock Lasts

Doz. Lots	$9.00
Gross Lots	7.20 Doz.
Minimum Order, $27.00 (3 Doz.)	

Terms: 50% with all orders, balance C. O. D. No open accounts.
For resale only, otherwise add 20% to above prices.

Order from ad only, no catalog

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Dept. 8, 1567 Point View St.
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ALUMINUM POKER CHIPS

- Has the "ring" of real silver money.
- Interlocking for ease in stacking.
- Anodyzed in four colors: red, blue, silver and gold.
- Long lasting colors impregnated in the metal.
- 100 chips in attractive gift box. $3.95 postpaid
- Write for special prices on engraving initials or club emblems.
- Quantity discounts to organizations.

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"A PERFECT LIGHTER THAT NEVER FAILS"

It is known as the "Match - King" and makes an excellent gift for either ladies or gentlemen. Has beautiful lines and is well made. Comes in assorted two-tone designs; packed one dozen assorted designs in patriotic colors to a box.

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$3.60 Per Dozen in Lots of 1 Dozen or More.
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Watches—Smurs Men's and Ladies Rebuilts.
Men's—$11.00 to $12.95 Bulks
$16.50 to $19.00 Elgin, Waltham, Elx.
Ladies'—$11.00 to $13.50 Swiss
Other sizes, models and makes proportionately priced.

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Holland Building St. Louis 1, Missouri

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No.	Description	Cost
V1522	"Worth" Baseballs, Doz.	$ 2.25
N3970	Chrome Smoker, Ea.	2.35
N893	Doz. Water Bottles	2.75
N2452	Plaster Fruit Pieces, Doz.	2.75
N2552	12-Pc. Plaster Asst.	3.60
N2865	12-Pc. Plaster Asst.	3.60
	3 1/2 Iron Bd. Pads, Doz.	5.75
N5613	3-Pc. Mixing Bowl Set, Pottery, Fiesta Colors, Doz. Sets	6.50

For the Grindstore

1874 Dessert Dishes, Gr.	$ 3.84
419 Glass Ashtrays, Gr.	3.96
981 Candle Holders, Gr.	5.00
N2545 5½ In. Mixing Bowl, Gr.	5.00
N2524 ½ Lb. Butter Dish & Cover, Gr.	10.00
N8024 Metal Buzzer Toy, Gr.	.75
N8025 Metal Alpt. Whistle, Gr.	.85
N1830 Salt & Pepper Shakers, Gr.	3.00
N2517 Whiskey Mug, Handle, Gr.	3.50
N4113 Stone Set Ring, Gr.	1.00
N8026 Steamboat Whistle, Gr.	1.50
N29 Jap Paper Horns, Gr.	2.00
N3011 Mirro-Memo Pads, Gr.	4.50
25 Metal Ashtrays, Gr.	4.50

LEVIN BROTHERS

TERRE HAUTE, INDIANA — 25% Deposit Required With All C. O. D. Orders

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ALL SIZES AVAILABLE
FOR IMMEDIATE SHIPMENT

No.	5 Oak Brand, Per Gross	$ 2.75
No.	6 Oak Brand, Per Gross	3.50
No.	7 Oak Brand, Per Gross	4.75
No.	8 Oak Brand, Per Gross	6.25
No.	7 Kat Hood, Per Gross	7.50
No. 718	Mickey Mouse Print, Per Gross	9.00
No. 719	Football Balloon, Per Gross	12.00
No.	0 Oak Brand, Per Gross	7.50
No.	11 Oak Brand, Per Gross	9.50
No. 824	Long Airship, Per Gross	7.50
No. 10	Paddle, Per Gross	12.50
No. 14	Round, Per Gross	15.00
No. 14	Dumbo Elephant Print, Per Gr.	18.00
24"	Plastic Balloon Sticks, Per Gross	2.00

Order From This List, 50% Deposit With Order, Balance C. O. D.

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$5.50 UP

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RARE TAME PYTHON, PAINTED, $325.00 PER HUNdred; Double-heads, $12.00. Mailing Boxes, $2.00. Snakes, $4.00 Size Chameleons, $8.00. Louisiana Hustle Farm, 2432 Ashley, New Orleans, La. ec22

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FOR SALE AT ONCE—4 HORSE PALOMINO Liberty Act. Also bride for sensuous and single Liberty. Delores Wick, Port Townsend, Wash.

BALDHEAD SNAKES, BALDHEAD PIGMY albino, Black Spider Monkeys, Baby Whistling Marmosites, Bridal Lizards, Crested Iguana, Pygmy Owls, Leopard Cubs, Hyena, Parrakeets, Zebras, Deer, Zebra Duikers, Civet Cats, Baby Lions, Baby Rabbits, Guinea Pigs, Agoutis, Squirrels, Kinkajous, Small Monkeys, Leopard Cats, Binturi Monkeys, Natal Mice, Golden Hamsters, Zebra. Write Otto Martin Lueder, New Braunfels, Tex. ec22

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MEXICAN BURROS (DONKEYS), SPECIAL for Christmas and every day. Buy now and save. Nice, gentle, youngest, for children up to 8 years, $75.00 each. Young, for older children, $85.00 each. Guaranteed for delivery. For immediate shipment from Laredo, Antonio Carrasco, Laredo, Tex. ec22

MEXICAN YOUNG TAME DONKEYS (BURros) to ride on, $75.00 pair. $45.00 each. Mule, $150.00 or sale $50.00 and female $55.00 prepaid. General Mercantile Co., Laredo, Tex.

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SULPHUR-CRESTED COCKATOO — EXCEPtionally nice, young pet. Also, beautiful pet Macaw, excellent talker. Mrs. Ralph Pat Sapp, 2102 Orbit, St. Louis.

VERY TAME BEAR CUB, WILDCATS, RACCOons, Coyotes, Albino Raccoon, Baby Coatis, Parrots, Agoutis, true African Green Monkeys, Golden Eagles, Porcupines, Chinese Animal Ranch, Burlington, Wis.

WANT TAME OCELOT OR SMALL CUB—FOR my pet Great Kartand Shows, 338 Bonds Building, Duluth 10, Va. ec22

WILD GEESE, DUCKS, PEAFOWL, PHEASants, Rabbits, Pigeons. Price list free. 100 pen. Rarine Homers, $1.50 a pr. Jewel Game Farm, Denville, Ill.

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INFORMATION CASH AND MERCHANDISE Sales Board Automatics. 600 to 600 per cent mark. Dealers, also Salesmen, wanted. Rear car and cash to establish a profitable business. Augustus Royal Novelty Co., Columbus 1, O. ec2tf

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EVERYBODY EARNS MONEY—EITHER FULL time, part time, anytime. Write for particulars. Affiliated Products, 223 N. Frederick St., Baltimore 2, Md. ec2tf

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FOR SALE—24 VICTORY OUTDOOR POSTAGE Stamp Machines, 1 cent, 3 cents, excellent condition, $20.00 each. 50% cash, balance O.A.D. Write Box 1105, Steubenville, O. Phone 4278 or 4276 St., New Matoy 19, Iowa.

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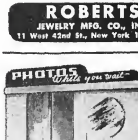

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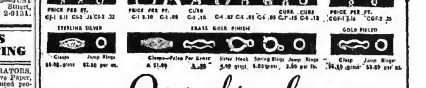

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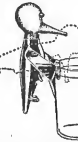

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TENOR SAX—DOUBLING CLARINET. READ, tone, experienced. Prefer tenor band, although will consider any. Will go anywhere. Write Wilson Fosco, Jr., Box 292, Union, La.

TRIO—HOTEL, LOUNGE OR SMALL CLUB. Entertaining, all instruments and vocals. Specialties. For availability, complete details and photos write Entertainers, Box C-5, Billboard, Cincinnati 1, O.

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AT LIBERTY NOV. 15TH—M.C. AND GIRL Singer. Have own Chevrolet. Union. 1906 35th St., Jacksonville 6, Fla.

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2-31 12-Pc. Assort. Brass Pecan Clusters . . 7.75
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#85 1/2-lb. Fancy Fruit Cake 1.25
#85 1-lb. Fancy Fruit Cake 25.65
#62 Cedar Chest, Mirror in Lid & 1-lb. Fancy Fruit Cake 2.25
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Letters and packages addressed to persons in care of *The Billboard* will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Mail is listed according to the office of *The Billboard* where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE
25-27 Opera Place, Cincinnati 1, O.

Parcel Post
Crozure, Leo. 2.

Hoffman, Jony 15c

Ackley, Wm. & Pearl
Adams, Gus J.
Allen, Mr. Barney
Allen & Lee
Allen, Ben V.
Allen, Bethy Thompson
Allen, Chas. S.
Allen, Harry S.
Allen, H. J.
Allen & Lee
Allo Bros. Mgr.
Anders, Billie
Anderson, Dolly
Angell, Dorothy
Angst, Cecil W.
Arabia, Chas.
Arana, Chas.
Arnett, Mrs. Danny
Arnold, W. E.
Arthur, F.
Ashley, Blanchard
Aufenkol, Mrs.
Ayers, Claude
Ayers, Roy & Pee
Babridge, Louise
Baldwin, Jess
(Jitter Bug Revue)
Baldwin, Maudie
Barbee, Mrs. Dallie
Barker, Chas. A.
Barker, Dixie Mae
Barnes, Jesse
Barnett, Mrs. Ruth
Barnes, Mrs.
Virginia
Barnhill, Mrs. W. E.
Barnes, Joseph
Batt, Wm.
Bauer, Harry E.
Baza, Dick
Beard, L. L.
Beasley, Mrs.
Beaudoin, Mrs. (Greenville)
Beaudoin, Mrs. (Greenville)
Beaudoin, Mrs. (Greenville)

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1 Doz. Asst'd Gents' Rings 12.00
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72 TROUTMAN ST. BROOKLYN, N. Y.

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Spearing, Lawrence
Spellman, Hank
Spence, Jack
Stewart, Elmer
Stewart, Glenn
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Stewart, Dan
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Stotler, Jacob
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Tom, Frank
Tracy, Tommy
Travis, Cliff
Trey, Jimmie
Trueblood, Mario
Tucker, Ben
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Valley, Ed
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Vee, Frank Weed
Vengeance, Kenzie
Verdell, Eddie
Vickers, Harry
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Vinson, Mrs. Ruth
Vivian, Elmer
Vitale, Ray
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Wagner, Jerry
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Wallace, Leo
Walton, Bob
Wardell, Ralph
Wartzbein, Charlie
Watkins, Kenneth
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Wenk, Victor
West, Harry
Wheeler, C. E.
White, Mrs. Charles
Whitehead, Billy T.
Wibler, Mrs. V.
Wickey, Jack
Williams, Arthur
Williams, Mrs. Bessie
Williams, Bill
Williams, George W.
Williams, Harry T.
Williams, Johnny
Williams, W. H.
Williamson, O. H.
Wilson, Bob
Wilson, Freddie
Wilson, Leon
Wilson, Woodie
Winters, Mickey
Wooster, Eddie
Woods, E. B.
Woodcock, Howard Lee
Wrick, Donald
Wrisk, Thelma
Wyatt, Jack
Yates, Stanley
Young, John Allen
Zeeck, E. F.

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway,
New York 19, N. Y.

Abernathy, J. R.
Adams, Priscilla
Aguard, Betty
Andrews, Ann
Barry, Ray
Brent, Tommy
Bryson, Mary
Carn, Frank
Carver, William
Chally, Paul
Cole, Jimmie
Coley, Clark
Delford, Jacqueline
Derfal, Sir, & Mrs. G.
Dewitt, Dena
Dixon, Richard
Dunn, Wilbur
Ellis, Jack
Fisher, Mrs. Ruth
Fitzgerald, Mrs. Ella
Gardner, Grant
Gedeon, Phillip
Govier, Harold
Green, Murray
Halpin, George G.
Hamm, Mrs. Ann
Hayward, Aurora
Heiner, Paul
Hodges, Edward
Kaplan, Morris
Kelly, Jack
Kemp, Hal
Kibler, Mrs. Jane
Kidd, Walter
Lee, Mrs. Jack
Lemore, Mrs. H.
Leslie, Francis
Liddle, Steve
Lockard, Barbara Herb
Marshall, Don
McKay, Margie
Mercedes, Mrs.
Meshord, John
Moord, Anthony
Nelson, Kenneth
Nolen, Esther
Norris, Jack
Norris, Mrs. Wallace
Odom, Eddie
Pratt, Clifford
Putting, Geo.
Rayson, Oliver
Weaver, Sue
Weber, Raymond
Weed, Ann
Weeks, George W.
Weinberg, Irving
Wells, Glenn E.
Wenk, Victor
West, Harry
Wheeler, C. E.
White, Mrs. Charles
Whitehead, Billy T.
Wibler, Mrs. V.
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Williamson, O. H.
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Winters, Mickey
Wooster, Eddie
Woods, E. B.
Woodcock, Howard Lee
Wrick, Donald
Wrisk, Thelma
Wyatt, Jack
Yates, Stanley
Young, John Allen
Zeeck, E. F.

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155 No. Clark St.,
Chicago 1, Ill.

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Babbidge, Louise
Bell, Ruth
Bennett, Harry
Bentley, Mrs. Ray
Bert, Mrs. Ruth
Bevan, Mrs. A.
Bick, Stan
Bird, Mrs. Ruth
Black, Mrs. Ruth
Bowers, Mrs. Jack
Brown, Mrs. Ruth
Bruce, Mrs. Ruth
Bryant, Mrs. Ruth
Burke, Mrs. Ruth
Burns, Mrs. Ruth
Burton, Mrs. Ruth
Cahill, Mrs. Ruth
Carroll, Mrs. Ruth
Carroll, Mrs. Ruth
Carwell, Mrs. Ruth
Chaney, Mrs. Ruth
Chapman, Mrs. Ruth
Clark, Mrs. Ruth
Clark, William J.
Cole, Mrs. Ruth
Collins, Mrs. Ruth
Collins, Homer
Conway, Mrs. Ruth
Cook, Mrs. Ruth
Cooper, Mrs. Ruth
Crane, Mrs. Ruth
Crawford, Mrs. Ruth
Crosby, Mrs. Ruth
Crowe, Mrs. Ruth
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Cruse, Mrs. Ruth
Cruse

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The OAK RUBBER CO. Ravenna, Ohio.

OAK-HYTEX TOY BALLOONS

Pipes For Pitchmen

By Bill Baker

TED REGAN . . . tenor, and Sunny Mack are in Long Island plugging sheet music to the hilt to big return. Ted says he due may add some jewelry items to the layout in December.

If you must argue make it a sensible discussion.

CHIEF CARRIGAN . . . currently located in Los Angeles, cards that he hasn't seen a pitchman in those parts in many a moon and adds that the town is a spot of scarce goons and studio strikes. "I have a part in a two-reeler comedy," says the Chief, "and currently in the works is a pie featuring the street-corner pitch, which is being filmed on Pershing Square, home of soapboxers in the City of the Angels."

SOMETHING NEW . . . has been added to the working habits of Chic Denton and Alexander Pasha, owners of the Rocking Chair Store, Dallas. During the State Fair of Texas the Osage herb workers gave away 75,000 samples when heretofore they've always sold 'em something.

What's the word with you sharpener workers? How are they going?

"HAVING READ . . . the small quote in this corner, I thought I'd answer the query about fifteen workers," letters Prof. Rudolf M. Fabst from Tampa. "I'm using flukem and Buddha papers, with mystery hand illusion on a local lot to good returns. Fred Teschner was doing a similar pitch, I believe, when he was with Charley Peters. When not working mystery hand illusion I usually do a mental routine with horoscopes. Was at Winter Park and Winter Garden for two weeks each with a straight mental routines. The horoscope pitch gets big tips and plenty of business in Florida. Would like to read pipes here from Charley Peters and Professor Teschner."

A courteous opening will bring you plenty of tips and subsequent pass-outs.

GEORGE DURST . . . veteran Jamaica, N. Y., pitcheroo, warns that sidewalk peddlers in that city and environs face stiff sentences unless they work clean. He says that an item in a recent local daily pointed out that pitchmen picked up peddling their wares along Jamaica will be hit hard and $2 fines will be a thing of the past when brought before the chief magistrate. Durst vehemently denies the Johnny-come-lately and wise guys who, he says, always manage to spoil things not only for themselves but for honest pitchmen. "I'm not working at present," says Durst, "because I realize that real pitchmen who offer full-value merchandise at honest prices cannot overcome the handicaps and hurdles created by the chiselers. I planned to go farther out on Long Island to the towns with the highest licenses fees where decent pitchmen who can get along with merchants and police will not be bothered by the chiselers."

Good pitchmen working good merchandise have no difficulty reaping a good harvest.

STEVENS AND MACK . . . are safely ensconced at Sikeston, Mo., wondering if the 1947 season will introduce a new med opera—not just new people, but one that will actually have a new line of tonics, etc.

BIDING HIS TIME . . . in Alameda, Calif., is O. H. Eaton, who is making extensive plans for a trip to the South with lawn-mower sharpeners.

MARY E. RAGAN . . . one of the most widely known personages in Pitchdom, is vacationing at Monrovia, Calif.

If you continue to be indifferent to your promises and obligations your failure is assured.

LET'S HAVE SOME . . . pipes from Dorothy Thibault, Harry Maiers, Carl Herrou, Neil Kane, Larry Freidman, George Saucrwein, G. R. James, Durham Eddie Browning, Jack Reddick, Jack Russin, Syd Wolf, William H. Shuter, Red Barker, Al and Phil Green, W. F. McDonough, Fred Hess, Madaline Ragan, Doc Matt Harlan, I. W. Hightower, Tommy Burns, George Haney, Paul E. Ordy, Kid Carrigan and Danny Kaufman.

CLYDE BROS.

(Continued from page 74)

referred to on a streamlined show such as this as master of ceremonies, is none other than that great laughgetter, Happy Kellems. Happy really has the co-operation of all the committee after that first handshake.

Mrs. George Hanneford observed her birthday closing night at Moline, Ill. Looking very charming, she was brought to the microphone by Manager Howard Suesz while the band played *Happy Birthday*, and presented with a bouquet of red roses by Zai Grotto. The Hanneford Riding Act scores heavily, as usual, and other performers are on hand to watch it whenevcr possible, as Kay Francis is favorite with all of us. Missed, of course, is Tommy, stationed at Camp Lee, Va., but all are glad to see Young George back.

Another welcome addition is Bill Irwin's table rock, presented on this show for the first time since his return from service. Jimmy and Dolly Conners have a beautiful 28-foot Schult trailer, all new and shiny. They also have added a nine-terrier dog act to their accomplishments. The Art Henrys have folded their tight wire act in favor of the six Liberty pony act purchased from Joe Greer.

Manager Suesz is proudly showing evidence of his hobby, photography, the subject being his five-month-old daughter, Mary Susan, with her mother in Oklahoma City. Visitors at the opening stand included Tom and Betty Wallace, Dan Sweet, Jack and Jake Mills; Don McCullough, producer of the Grotto Circus, Columbus, O., and Justus Edwards, of *The Billboard*.—MAURINE HENRY.

No. 9 FAVORITE Assortment

Back again to get big money for you. This famous Oak assortment includes Sunbeam, Zig Zag, Star, Circus and Animal prints. We are supplying jobbers in all sections on an equitable basis. Be sure you get OAK-HYTEX in the Blue Box with the Yellow Diamond Label.

The OAK RUBBER CO. Ravenna, Ohio.

OAK-HYTEX TOY BALLOONS

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Distributors for Oak-Hytex Balloons.
117-119 S. Meridian St., Indianapolis 4, Ind.

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WRITE TODAY for new wholesale catalog on tonics, oil, salve, soap, tablets, herbs, etc. LOW PRICES—RAPID SERVICE! Products Liability Insurance Carried. We are Manufacturers' Protective Association since 1924.
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MEDICINE MEN
Write today for free catalog of Laxative Tonics, Herbs, Liniments, Salves, Corn Medicine, Tablets, Soaps, etc. 1 day service. (Products Liability Insurance carried.) Manufactured by a Registered Manufacturing Pharmacist.
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Attention, JOBBERS—
I am expanding my mail business and wish to contact a large jobber or wholesaler who will stock allo electrical utensils, salesboards, coin machines and other heavier merchandise until I am able to carry a complete stock.
NABERS DISTRIBUTOR
242 GORDON ST. LAURENS, S. C.

POUND BOXES CANDIES
NOW AVAILABLE FOR SALESBOARD OPERATORS
SENSATIONAL VALUES
IMMEDIATE DELIVERY
Write
STARR CONFECTIONS
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TIMELY! A FAST SELLER

No. D320 sells on fast in taverns, cigar stores, clubs, pool halls, liquor stores, fairs, bazaars, etc. This stupendous deal consists of 720 assorted and fascinating changed surprises in packages. Each contains a good 10¢ value. (Obtained by options or locals, collects.) Weight, 12 lbs.

COSTS YOU $3.50 Less 5% Cash $3.35 EA.
SPORTS CO., 10-48 Lament, Ln. Center, Minn.

BOX CANDY
UNLIMITED QUANTITY—IMMEDIATE DELIVERY.
On Sale Board Deals in All Price Ranges.
WRITE—WIRE—PHONE
We Also Have Complete Line of Merchandise Deals.
Write For Catalog And Prices
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SENSATIONAL New—Game WORLD'S FASTEST GAME
CHANCE, SUSPENSE, SPEED
New, Thrilling, Exciting to 9 can play.
SPECIAL: 1 DOZ. ONLY $37.80
Remit With Order. IMMEDIATE DELIVERY.
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PAPER MEN
We have good publications for the rural areas in most all States. Plenty of up-to-date items in stock.
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Heavy Chrome Plated Men's Identification Bracelets. Will not tarnish. $6.00 a dozen. A Hot Number.
MILWAUKEE NOVELTY COMPANY
224 Metropolitan Block Milwaukee 3, Wis.

SPECIAL SUGNET
$ 4.00 per doz.
45.00 per gr.
HIGHLY POLISHED STERLING SILVER SIGNET RING. Please submit $1.00 if samples are desired.
STERLING JEWELERS
CARROLL, OHIO

XMAS FLASH!
SANTA CLAUS DOLL
One of the best Xmas Sellers. Beautifully made doll which stands 26 inches tall. Suit made of eye-catching red felt, jacket edged with white plush, black simulated leather belt, white hair-like beard and mustache.
$36.00 PER DOZ.
18 to a carton
Single Pieces $4 Each
25% Deposit With Order, Balance C. O. D.
F. O. B. New York
GOTTLIEB-CUTTLER, CORP.
928 BROADWAY NEW YORK CITY
FREE: Write for Bulletin #63 with 100 outstanding items.

BAILEY BROS.

(Continued from page 74)

Hattie and Charlie Urquhart are New Yorkers now. Pete Sadowski and Mac McDonald made a trip to bring back some new trucks.

As promised in the last issue, here's where they all went, but all were very evasive as to why and how:

Col. (J. Augustus Bailey) Stevens, to California as soon as business permits; George Meyers, York, Pa.; the Pressleys, Diana, Jerry and Keller, to the King show; Viola Brooks and little son Ronney to Gary, Ind., to see her boy who is about to go on Uncle Sam's pay roll (Harry Brooks is still at work here); Peggy and Shorty Sylvester, to the Houston Shrine circus; King Reynolds, Detroit; Laurence Cross, Keokuk, Ia., and his yearly store date; Jack Kennedy, Chicago; Captain Engerer and Gladys Gillen, getting ready for winter dates; Ruth and Harry Swank, on a Florida honeymoon; Billy, Peggy and Lew Henderson, home to Kansas City, Mo.; the Milligans, King show; Marion Jordan, New Orleans; Mr. and Mrs. Minard O'Brien, Picayune, Miss.; Tom Lovett, also somewhere in Mississippi.

Tom Crum and Joe Lavine went to Atlanta; C. C. Smith, to Jackson, Miss., to check the winter groceries, then back to quarters to go on a buying trip; the Andy Kellys, Mississippi, too; Harry Miller, to New Mexico on a vacation, then home to Canton, O.; Boots and Bee Kyle Wecker, to have charge of winter quarters at Newberry; Skinny Goe, Lexington, Ky.; Johnny Wall, New York City; Pat and Monty Knight, to their home in Florida; Enoch Bradford, Gastonia, N. C.; Cuffo and His Side Show Band, to join a minstrel show; James (No Slats) O'Donnell, New York; Raymond Riley, Chicago; Mr. and Mrs. Frank Ellis, still in Newberry completing business, also Laura Anderson; Pete Sadowski, York, S. C.

Mac McDonald will go to Boston to meet his new students and bring them back either.

Yours truly and company, which includes Princess, the sad great Dane; Boy Blue, the wonder (how old?) horse; Mona, Empress and Judy, Capt. Coy Lee and assistant, Max Miller—are going places, but we'll tell you all about it later.

Just one big happy family, but as the season ends we all know we'll never all be together again. "Happy days have come and went, and they have taken down that gol darn tent." But a grand season was had by all.—DOLLY JACOBS.

DAILEY BROS.

(Continued from page 74)

Four cute ring-tail monks were added to the pit show.

Joe Rossi was a proud father when his son, Rex, whom he had not seen in six years, pounded on his door one midnight. Rex is a Hollywood stunt man, currently in Col. Jim Eskew's line-up with Roger Rogers's Rodeo, and took his dad to St. Louis to see the show. We hear that Bob Temple, of the lunch stand, joined the merchant marine. Norma Davenport was out a couple of days with an injured knee. Charlie White has been under the weather.

Visitors: Miss McDowell, the De-Waldos, the Bakers, clowns; Russell Hall, Bates Sutton, Mr. Taylor, H. P. Ferris, ex-advance man; W. S. Floyd, ex-band leader who now teaches music; Sam Dudley, who has a pigmy show; Harry Schell, absent from the white tops six years, who says he'll trouper next year even if he puts love of it is his only compensation; and Mr. and Mrs. Plentywood. (We always wondered why Plentywood, Mont., didn't have a stick of wood in sight. Now we've deduced it was named for a person.)

More visitors: Ivan Graham, Mr. and Mrs. Fielding Graham, Mr. and Mrs. James R. Graham, of New York, some of these are relatives; Mr. and Mrs. Harry Hammill, former owners of Austin Bros.; George Sweet and family, Mrs. and Mrs. Bladen Woods, Irene Woods, Pete Woods, Sheldon Verderhoef; Jack Jackson, former producing clown; Ben Jones, general agent for Bailey Bros.; Art Miller, general agent for Kelly-Miller, and wife; Mr. and Mrs. N. J. Melroy, of the Memphis zoo, who brought Tommy O'Brien to Blytheville after a visit with his mother, seriously ill; Doc Dyle and wife, Doc Levy, Doc Dean, and Mr. and Mrs. George Reagan and Mr. Delaney, guests of the Johnny Stevenses.

Ruby Curtis, brother of the late Denny Curtis, gave a bountiful steak supper at West Plains, Mo., for Mr. and Mrs. Si Kitchin, Mr. and Mrs. Burt Wallace, Frances Brad and the writer.—HAZEL KING.

N. Y. RODEO RESULTS

(Continued from page 75)

each. Sixth day (five performances), Bart Clennes, $575; Frank Dion, $475; Bill Hancock, $375; Ken Roberts, $300; Slats Barthmaly, $179; Wart Baughman, $60.

Steer wrestling—Fourth day (six performances), Foy E. Reynolds (5.5), $730; Rusty McCurry (5.6), $600; Wesley Humphries (6.1), $480; Homer Pettigrew (6.5), $360; George Yardley (7.1), $285; Dave Campbell (7.2), $115. Fifth day (six performances), split, Ralph Thompson (6.4), $665; Howard McCreary (6.5), $665; Steve Hesnock (8.3), $460; Wilbur Meagher (9), $360; Dave Campbell (9.4), $235; Dub Phillips (10), $115.

Wild Cow Milking—October 5, Buff Doolittle (26.4), $180; Everett Shaw (36.1), $100; Joe Mendes (61.4), $57. Matinee, October 9, Cotton Lee (26.4), $160; Bill McKenzie (29.3), $100; Bill Rush (31), $57. October 9 J. D. Dunham (29.3), $100; Clyde Burk (30.4), $100; Ralph Thompson (56.1), $57. October 10 Bill Canet (28.2), $160; Lauren Riley (43.3), $100; Sonny Edwards (50.3), $57. Matinee, October 11, split, Troy Fort (28), $130; Hank Mills (26), $130; Pat Lewis (29), $57. October 11, Hoyde Peters (37.2), $160; Toots Mansfield (38.1), $100; Jiggs Burk (39), $57. Matinee, October 12, Joyce Bewsh (29.3), $160; Homer Pettigrew (28.2), $100; Gordon Miller (29), $57. October 12, Buff Doolittle (25), $160; Everett Shaw (28.4), $100; Eleanor Muller (32.3), $57. Matinee, October 13, Cotton Lee (34.4), $160; E. Perdee (61.3), $57. October 13, Jim Shively (30.3), $160; Curtis Brown (40.1), $100; Ralph Thompson (61), $57. October 14, Bill Canet (28.3), $160; Sandy Powers (34.3), $100; Lanham Riley (35.3), $57.

Calf Roping—Fifth day (five performances), Jim Shively (15.1), $665; Verno Castro (15.3), $540; Tommy Greene (16), $495; Troy Fort (16.2), $310; Everett Shaw (17.3) and Zeans Perrie (17.3) split $145 each. Sixth day (six performances), Dan Taylor (16.2), $665; Des Burk (16.3), $540; Lanham Riley (16.4), $430; Louis Powers (17), $240; Blunt Webster (17.3), $200; Sunny Edwards (18), $90.

Bareback Riding—Sixth day (four performances), Jim Whiteman, $465; Charley Busk, $365; Billy Mendes, $275. Seventh day (four performances), $275.90; Wag Blessing, $145; Delbert Wescott, $65. Seventh day (four performances), Jake Monroe, $405; Bob Estes, $355; Wag Blessing, $285; Manuel Enos, $240; Pratt Mendes, $145; split, Dub Adams, $22.50; Ken Roberts, $32.50.

DEAL #100—5c PLAY
2,000-HOLE BOARD
FLASH DEAL
Three Pair Beautiful Nylon Hose, 51 Gauge.
One Ladies' Carmen Stone Bracelet, Gold Filled
Two Atomic Chrome Cigarette Lighters.
A FAST MOVING PROFITABLE DEAL ON A BEAUTIFUL CUT-OUT BOARD
Takes In $100.00
Your Cost 22.50
Your Profit ..... $ 70.50
$10.00 In Free Plays
Send 25% Deposit, Balance C. O. D.
Shipped same day orders received.
WRITE FOR NEW CATALOGUE
EXPERT SALES 415 DeKalb Ave. Brooklyn 5, N. Y.

BATTLING PALS!
By Creators of Popular "Tricky Dogs"
Timely selling sensation! The G.O.P. Elephant and the Democratic Donkey—mounted on super-powerful Alnico Magnets—fueded' for fun! A riot of political laughs as they jump, run, twist—and SELL like a house a-fire!
Ask Your Jobber or Write Direct
H. FISHLOVE & CO., 714 N. Franklin St., Chicago 10, Ill.
Patent No. 2246864
ORDER NOW!
No. 772—"Battling Pals"
$18.00 PER CROSS SETS
$1.55 Per Doz.
Trial Order—Doz. $6.00 Postpaid.
F. O. B. Chicago.
Since 1914—"Manufacturers of Novelties That Amuse."
COMPLETE CATALOG NOW BEING MAILED OUT
No. 946—HOLIDAY GOODS AND GIFTS
State line of business for PROPER LISTING
MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

R-B CLOSING EARLIER

(Continued from page 72)

during the first two days on the same lot last year.

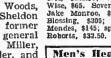
Bad weather again ushered in the New Orleans engagement, cut the year from four to three days. Conditions, however, were not as dire as was expected, when 10,000 kids of shilling had to be dumped on the lot, at the cost of the first day's matinee. The rest of the engagement was good, the matinee Friday (11) was delayed until 5 p.m. and drew less than a quarter of the kids the show's run. More rain fell at night, but almost three-quarters of a house turned out.

Weather and business both took a turn for the better Saturday (12). Night was a turnaway after half a house at the matinee. Sunday produced a sellout in the afternoon and a near-capacity night house.

Parker (26.4), $120; Cotton Lee (34.4), $190; E. Perdee (61.3), $57. October 13, Jim Shively (30.3), $160; Curtis Brown (40.1), $100; Ralph Thompson (61), $57. October 14, Bill Canet (28.3), $160; Sandy Powers (34.3), $100; Lanham Riley (35.3), $57.

Calf Roping—Fifth day (five performances), Jim Shively (15.1), $665; Verno Castro (15.3), $540; Tommy Greene (16), $495; Troy Fort (16.2), $310; Everett Shaw (17.3) and Zeans Perrie (17.3) split $145 each. Sixth day (six performances), Dan Taylor (16.2), $665; Des Burk (16.3), $540; Lanham Riley (16.4), $430; Louis Powers (17), $240; Blunt Webster (17.3), $200; Sunny Edwards (18), $90.

Bareback Riding—Sixth day (four performances), Jim Whiteman, $465; Charley Busk, $365; Billy Mendes, $275. Seventh day (four performances), $275.90; Wag Blessing, $145; Delbert Wescott, $65. Seventh day (four performances), Jake Monroe, $405; Bob Estes, $355; Wag Blessing, $285; Manuel Enos, $240; Pratt Mendes, $145; split, Dub Adams, $22.50; Ken Roberts, $32.50.

Men's Heavy Sterling Silver "Imitation Diamond" White-Stone Ring

Set with a beautiful Brilliant at $110.00 Per Doz. or $120.00 Per Doz. Set with Ruby, Sapphire, Emerald at $132.00 Per Doz. or $142.00 Per Gr.
STERLING JEWELERS
Carroll, Ohio
COMPOSITION NUGGET JEWELRY
LIKE GOLD!
Watch Chains and Chain Coil Containers. Scarf Pins, unmounted Nuggets, etc. Free Catalog. Address:
J. P. EDGAR
P. O. Box 424 RED BLUFF, CALIF.
BALLOONS
#14 Cat Head Balloons, $15.00 per gross, in three colors; and #12 Pacific Balloons, $9.00 per gross, in three colors. The Pacific is packed in five-gross and the Cat Head in one-gross lots. Immediate delivery. One-third deposit required.
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FACTORY DISTRIBUTOR
118 W. Burnside St. Portland, Ore.
CLOSE OUT
STERLING SILVER LADIES' WHITESTONE RING
BEAUTIFULLY SET IN GENUINE SPRING MOUNTINGS
Set with Brilliant Simulated Diamonds. $4.00 per Doz. or $36.00 in Gr. Lots. Send 25% deposit, balance C.O.D. or send $1.00 for samples. 20 Included.
STERLING JEWELERS
CARROLL, OHIO
NEW AND IMPROVED HE-GO GAME
Profits are Maltbies. Pays as much as 5 for 1. Attract and fool proof. Sample fee to distributors $10.00. Write for literature. Ben O. B. Ullom, Sr. Author, Mfg. Manufacturer.
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HEAVY MOUNTED
BINGO CARDS
Extra Heavy Board
Leatherette Backs
Sizes 5"x 6½"
Mounted single or two on
Buy From the Largest Manufacturer of Bingo Supplies.

ELECTRIC BLOWERS, Cages, Plastic Balls, Specials, 1500 or 3000 Series, Large Featherweight Sheets.
Write for Samples and Price List.
ACE SPECIALTY MFG. CO.
65 Blecker St. New York 12, N. Y.

October 26, 1946

The Billboard

COIN MACHINES

Communications to 155 No. Clark St., Chicago 1, Ill.

P. R. BUREAU SET FOR CMI

High Copper Output Helps Coin Makers

1946 Record in September

NEW YORK, Oct. 19.—New high for the year in copper production hit during September brightened the picture for coin machine manufacturers using component for which copper is a "must" material. These include makers of machines using fractional motors, refrigeration equipment and other electrical units.

Production for the month climbed to 69,689 tons crude output and 67,803 tons refined production, the Copper Institute reported.

Crude copper production was the highest since October, 1945, and compared with 64,462 tons during August of this year. In contrast is the low of 29,280 tons produced during April, 1946.

Refined Output Up

September refined output was up from 59,591 tons processed the preceding month, and from a low of 18,989 tons for April, 1946. Stocks of refined copper increased during September from 3,950 tons to 98,619 tons.

Despite increase in production, the volume of copper shipments taken out of supplies of the Metals Reserve Corporation, government agency, were considerably lower than amounts supplied by the agency in preceding months.

While this report indicated decided improvement in the flow of critical copper, the over-all supply picture was still unsatisfactory when viewed from the point of view of booming post-war demand.

Effect on Motors

Makers of fractional horsepower motors, which coin machine manufacturers desperately need, have said that even with expanded copper production, these products will be in short supply well into 1947. Largely the same condition prevails in other component fields.

Also in the picture is the huge demand for copper resulting from veteran housing needs. Given top priority, housing will consume a large proportion of available copper during coming months.

Oregon Pinball Tax In Legal Law Limbo

EUGENE, Ore., Oct. 19.—Altho unrepealed, the city ordinance taxing pinball machines $20 a month has passed into that legalistic limbo of inoperative laws, and the city council is working on a new tax.

New ordinance under consideration would tax pinball games $2 a month, but would include music machines.

"Because of active opposition and local sentiment against the license fee of $20 a month, the council has introduced a new ordinance which will make things considerably easier for operators," says assistant finance officer here.

Calendar for Coinmen

October 20-23—National Industries Stores' Association, William Penn Hotel, Pittsburgh.

October 21-26—Dairy Industries' Exposition, Atlantic City.

October 29-31—All-Industry Refrigeration Exposition, Public Auditorium, Cleveland.

November 5-8—National Association of Popcorn Manufacturers, Sherman Hotel, Chicago.

November 11-14—National Hotel Exposition, Grand Central Palace, New York.

November 18-21—American Bottlers of Carbonated Beverages, annual convention, Miami.

November 25-26—Packaging Industry's Annual Convention, Stevens Hotel, Chicago.

February 3-6—Coin Machine Industries, Inc., Convention and Exposition, Sherman Hotel, Chicago.

News Digest

NAMA—Review of 10 years of achievement and intensive planning for another decade highlighted sessions of the 10th anniversary convention of NAMA in Chicago last week. Association's President R. Z. Greene called on the more than 600 members in attendance for an increase to 1,000 members next year, predicted automatic merchandising would be a $3,000,000,000 industry by 1956. First big national convention for NAMA, sessions featured workshops in candy, cigarette and soft-drink fields, as well as nationally known speakers.

CMI PUBLIC RELATIONS—Seven-man CMI committee, meeting in Chicago, announced establishment of a CMI public relations bureau, with complete staff to be set up and directed by James T. Mangan. Mangan has been retained to direct personally a broad program outlined to include expansion of membership, education of all branches of the trade in public relations tactics, co-operation with operators' associations, inauguration of a speakers' list, and issue of publicity covering all industry activities.

CANDY PRICES—Tailor-made for candy vending machine operators, candy price discussion at the NAMA convention brought many important candy bar suppliers face to face with vending men for frank examination of mutual problems. Talks were against a background of two developments: the general increase in bar goods prices from the 68-cent per box bracket to approximately 72 cents and corresponding 2½ per cent increase in operators' merchandising costs. Suppliers said shortages would continue to crimp production, refused to predict on further possible price rises.

COPPER—New high for the year reported in September copper production was encouraging news to harried makers of coin machines using fractional horsepower motors, refrigeration equipment, as well as other electrical items. Output of refined copper during the month climbed to 67,803 tons, showing a spectacular increase from the low of 18,989 tons processed last April.

TEEN CENTERS—Donation of juke boxes to every Detroit youth center sponsored by city's department of parks and recreation has been pledged by Michigan Automatic Phonograph Owners' Association. Seven machines already have been installed in this co-operative drive to fight juvenile delinquency sources. Within a month it is expected that 25 of the centers will be in operation. MAPOA said machines are to be operated without fee, and mechanical servicing will have no charge attached to it.

INSURANCE—Add insurance to the list of vending machine products which have issued from the dream stage to actual operation. Insurograph, invented by two Birmingham flour brokers, is being manufactured for Associated Aviation Underwriters. Vender is on test location now, selling trip insurance at the 42d Street Airlines Terminal in New York. Upon insertion of a quarter patron is issued a $5,000 trip insurance policy. Added quarter is inserted for each jump of $5,000 in amount of policy up to maximum of $25,000.

CANDY PROMOTION—Vending machines are slated to play a vital part in NCA Council of Candy's 1947 program to increase consumption thru wide-scale advertising and publicity. Chairman of council declared that he would like to see decals featuring candy industry's slogan and heart symbol on every vender in the country. Timing of the program is being carefully worked out to coincide with greater availability of candy expected next year.

PEANUTS—A $1,000,000 kitty to be spent on widening markets for peanuts is being built up by the National Peanut Council. Expected to do much for sales thru penny venders, campaign will be financed by growers, shellers, crushers, brokers, jobbers, confectioners and other allied groups. Spending of funds will be spread over three years and is to be used partly for research to discover new uses for the product.

CAMP LOCATIONS—If politicians have their way, army camp coin machine locations may not dry up as quickly as expected. While number of camps has shrunk from a peak of 2,075 to a current 827, local opposition to shutting off military pay rolls appears to be gaining ground. Chambers of Commerce in army post communities, together with other groups, in some cases have received support from congressmen.

Mangan Will Direct Staff

7-man committee for CMI outlines public relations activities on all fronts

CHICAGO, Oct. 19.—Coin Machine Public Relations Committee, announced last week, met October 15 and, after a five-hour session, issued a statement on the committee's immediate work and long-range goals.

Committee is composed of Walter Tratsch, A. B. T.; Herb Jones, Bally; DeWitt Eaton, A. M. I., Inc.; J. W. Conn, Coan Manufacturing;

JAMES T. MANGAN

Grant Shay, Bell-o-Matic; Dave Gottlieb, D. Gottlieb; and James A. Gilmore, secretary of CMI.

Principal news issuing from the meeting was the announcement that James T. Mangan, of Mangan & Eckland, has been retained to form and direct the CMI Public Relations Bureau Announcement of Mangan's appointment was greeted with enthusiasm at a luncheon for the trade press, October 16.

Text of Release

Complete text of the release issued by Coin Machine Industries, Inc., follows:

"There will be established immediately a bureau known as CMI Public Relations Bureau with a complete public relations staff operating in the offices of CMI, Inc., at 134 North LaSalle Street to handle the public relations of the entire coin machine industry.

"This bureau will be formed and controlled personally by James T. Mangan of the public relations firm of Mangan & Eckland, Board of Trade Building, Chicago, who will be responsible to CMI and to the entire coin machine industry for the public relations job to be done by this bureau."

James T. Mangan is a prominent and familiar figure in the coin machine trade, having spent the past 25 years in every form of coin ma-

(See P. R. Bureau Set on page 132)

City Approves Lower Fee On Juke Box and Pinball

HARTFORD, Conn., Oct. 19.—This city's much-discussed license ordinance for juke boxes and pinball games has finally been adopted by common council. An amendment, fixing lower fees for both types of equipment, was adopted by the council and approved by the mayor, October 1. Calmness thruout the nation, who followed the Hartford action with great interest, were pleased when the city's officials approved their appreciation for the co-operation local coinmen showed during the period when the ordinance was being discussed.

Amendment to the Hartford ordinance follows:

Amendment of Ordinance Providing For Licensing of Music Vending Machines or Mechanical Amusement Devices.

Be it ordained by the Court of Common Council of the City of Hartford.

1. Subsection 4 of Section 23-22 of the Municipal Code is hereby amended to read as follows:

License Required. (a) All distributors shall be required to obtain a license from the chief of police for all music vending machines or mechanical amusement devices placed in operation. (b) All operators of music vending machines or mechanical amusement devices shall be required to obtain a license from the chief of police for all music vending machines or mechanical amusement devices in operation.

How To Apply

Application for such license shall be made to the chief of police upon forms to be supplied by him for that purpose.

2. Subsection 5 (f) thereof is hereby amended by adding thereto the following:

This shall apply only to the operator.

3. Subsection 6 thereof is hereby amended by adding thereto the following:

In any case of the denial of or refusal to grant or renew a license, the chief of police shall notify the applicant of his proposed action and set a time and place for a hearing thereon, giving the applicant reasonable notice in advance thereof and an opportunity to be represented by counsel at such hearing.

4. Subsection 7 thereof is amended to read as follows:

7. License Fees. A license shall be issued by the chief of police in the name of each applicant. Annual license fees shall be paid for each machine licensed under this ordinance as follows:

Distributor

Music vending machines $3 per machine.

Mechanical amusement devices $12 per machine.

Operator

Music vending machines $3 per machine.

Mechanical amusement devices $12 per machine.

The license fees shall become due on the first day of October in each year, or on the date on which each machine is first placed in operation. In the former case, the license fee shall be reckoned for the year, in the latter case, proportionately from the first day of the month in which the machine is placed in operation to and including the 30th day of September following.

5. Subsection 9 thereof is amended to read as follows:

9. Prohibitions and Restrictions. Each operator shall maintain good order in his place of business and shall not permit any such mechanical amusement device to be used for gambling. No operator of any mechanical amusement device shall harbor in his place of business persons under 16 years of age or allow them to congregate thereon or play any such games, unless accompanied by parent or guardian.

Power To Revoke

6. Subsection 10 thereof is amended to read as follows:

10. (a) Revocation of License. The chief of police shall have the right to revoke all licenses issued hereunder for cause upon due notice in writing to the licensee or licensees, and an opportunity to be heard and to be represented by counsel at such hearing. Cause shall be deemed to include but not limited to, conviction for a crime involving moral turpitude subsequent to the granting of the license, or false information in the application for a license knowingly given, or for any violation of this ordinance.

(b) Appeal. Any person aggrieved by any order of the chief of police issued by him in the administration of this ordinance may appeal from such adverse decision within 10 days thereafter to the Court of Common Pleas for Hartford County to the next return day to which such appeal can be made returnable.

Adopted by the Court of Common Council at its regular session, September 30, 1946, under suspension of rules by unanimous rising vote, and approved by His Honor, the Mayor, October 1, 1946.

Attest: City Clerk.

Bally Declares Output Is Good

CHICAGO, Oct. 19.—Introduction of new model console machines by Bally Manufacturing Company will not affect production of the Draw Bell console already being turned out, according to George Jenkins, vice-president and general sales manager for the firm.

"Additional assembly lines have been set up to permit manufacture of both games simultaneously," said Jenkins. Called Triple Bell, new console that went into production recently has been described as a three-bell console in one. Machine is made with any combination of coin chutes for nickels, dimes and quarters, set up in the three-coin chute combination.

Discussing output, Jenkins disclosed that several thousand of the Draw Bell games have been produced and expressed belief that comparable production schedules can be maintained at the same time the firm is stepping up the number of the new games coming off lines.

First of the new consoles already is out on location, it was said.

Question Savannah's Right To Tax Cigs

SAVANNAH, Ga., Oct. 19.—Question of legality of a proposed city levy on cigarettes, beer and whisky was referred to the city attorney here. Measure, aimed at balancing municipal expenditures and income, was proposed recently to city council.

Tax suggested on cigarettes was 10 cents a carton. It was estimated that this, together with the beer and whisky levies, would yield in excess of $300,000 annually.

Drawback contemplated is whether the city has legislative authority. In 1937 the Legislature passed a necessary authority when a general sales tax was proposed. However, at the next session of this body it was lifted from the books.

Trade Directory

Following tabulation of trade reports received during the week of October 12 and October 19, is made for the convenience of the industry. Tho the listings may be incomplete because of omissions, they are offered as an aid in revising trade files.

New Machines

The Acme Electric Machine (produces an electric vibratory current). J. Schoenbach, 1645 Bedford Avenue, Brooklyn, N. Y.

Concertone Radio (coin-operated). Gott Radio Manufacturing Company, 6317 West Boulevard, Inglewood, Calif.

Free-Play (counter game). Daval Products Corporation, 1612 North Fremont Street, Chicago 22.

Kontest Bomber (skill game). Gillespie Games Company, 1200 Gaviota Avenue, Long Beach 4.

Telomatic (telephone music). Telomatic Products, Inc., Passaic, N. J.

Triple Bell. Bally Manufacturing Company, 2640 Belmont Avenue, Chicago 18.

Address Changes

DeParri Advertising Agency, 95 Madison Avenue, New York.

Personnel Notices

S. J. (Sam) Rose has been appointed manager of the King-Pin Distributing Company, 3004 Grand River Avenue, Detroit.

John W. Hall has been appointed director of the sales management division of Research Company of America, New York.

Ralph S. Merkle has been appointed manager of the parts sales division of Sylvania Electric Products, Inc., New York.

New Firms

Shelby Distributors, Inc., 9 East 46th Street, New York. (Will manufacture and distribute products for radio and phonograph industry.)

Central Sales & Distributing Company, Inc., Rochester, New York. (Will handle games and juke boxes.)

Branch Offices

Mills Sales Company, Ltd., 1640 16th Street, Oakland, Calif., has opened a branch office at 2827 West Pico Boulevard, Los Angeles.

Active Amusement Machines Company, 500 Franklin Street, Philadelphia, has opened a branch office at 1120 Wyoming Avenue, Scranton 9, Pa.

Purchases

Barney (Shugy) Sugarman, Abe Green and Willie Blatt have purchased an interest in Firestone Games, Inc., 1604 Chestnut Avenue, Brooklyn. Firm name will now be known as Firestone Enterprises, Inc.

Kenneth C. Wilson has purchased the Lobby Arcade, Hotel Sherman, Chicago, from Mrs. Paul Gerber.

Distributors Appointed

Modern Records, Philadelphia, has named the following distributor:

David Rosen, 855 North Broad Street, Philadelphia 23.

Telemusic, Inc., Kansas City Mo., Midwestern distributors for Telotone Corporation, 500 North Parkside Avenue, Chicago, has named the following sub-distributors:

Wired Music, Inc., Lincoln, Neb., for Nebraska and all of Kansas except a tier of counties in the Southwest.

Coin-O Amusement Company, St. Joseph, Mo., for Northern Missouri for phone music service.

Ozark Music Company, Joplin, Mo., for Southern Missouri and the Southeast tier of counties in Kansas.

International Musicscope Corporation, 44-01 11th Street, Long Island City, has named the following distributors:

Daytona Beach Amusement Corporation, 518 Live Oak Street, Daytona Beach, Fla., for Florida.

Trados Company, Asbury Park, N. J., has named the following distributor:

Daytona Beach Amusement Corporation, 518 Live Oak Street, Daytona Beach, Fla., for Florida.

Arizona Commission Limits All Sales Tobacco Tax Stamps

PHOENIX, Ariz., Oct. 19.—State Tax Commission has adopted a resolution limiting all sales and transfers of the tobacco luxury tax stamps to itself.

Reason for move, according to commission officials, is to stop the practice of some tobacco wholesalers of purchasing stamps and passing them on unofficially to retailers, together with merchandise.

Tax law allows wholesalers a 5 per cent discount on stamp purchases, a reduction intended to compensate them for the time and labor spent in attaching stamps to tobacco packages before selling them to retailers.

Commission's complaint is that wholesalers are making a profit on revenue stamps by accepting discounts, but not doing the work.

Resolution is set forth in the following language:

"No licensee nor any other person shall sell, give or lend any tobacco stamps; nor shall any licensee or any other person purchase, accept, receive or borrow any tobacco stamps from any licensee or any other person."

Heller Shows Neat Net Gain in Period

CHICAGO, Oct. 19.—Walter E. Heller & Company, commercial finance firm which does an important business in financing for coin machine firms, has net earnings of $467,689 for the first nine months of the year, according to Walter E. Heller, president.

Figure represents net income after all charges and provision for federal taxes, and compares with earnings of $337,845 in the same period last year.

After preferred dividends, these earnings are equivalent to $1.06 per share on 326,457 common shares, compared with 88 cents per share on 255,972 shares of common stock outstanding for the first nine months of 1945.

Coin Arcade Sold in Ariz.

TUCSON, Ariz., Oct. 19.—Louis Sanders has sold Tucson Playland, an amusement arcade here, to Manuel and Wallace Levin, Sherman D. Jackson and Alexander Axelrod, it was announced this week.

SEE 3-BILLION VENDING TRADE

Beverage Men Get Together In Workshop

Sanitation Stressed

CHICAGO, Oct. 19. — Down-to-earth problems of the beverage vending machine trade got a thorough going-over during the beverage workshop, which was a feature of the NAMA convention program at the Congress Hotel here for October 18. With I. H. Houston, president, Spacarb, Inc., as chairman, the working session had speakers representing machine manufacturers, syrup firms, soft-drink makers and operators.

R. C. Williams, of Beverage Dispensers, Boston, stressed to the assembled operators the value of well selected employees. "I believe that if you are careful in the hiring and training of your routemen and servicemen, you are off to a very good start in your vending business. Further, once you are sure your men know what they are doing, it is important to hold conferences, which often keep you as well informed ar they on new developments."

Plenty Cups in Spring

Two supplier representatives, E. C. Scully, of Dixie Cup, and Lulip's Nolan expressed their opinions on their products. Both agreed that by spring, 1947, their factories would be rolling at something near full production. Scully pointed out that while the standard vending cups were seven ounces, his company had received requests for containers up to 12 ounces. Nolan said that the paper shortage had at one time cut Dixie's production to something under 40 per cent.

Water a Problem

Sanitation was the topic of William Swingler, Automatic Canteen Company of America. Swingler estimated that there were 100 coin machine vending machines in Chicago. As an illustration of problems encountered with these machines, he cited Chicago's water supply, which he said contains silt. As a result, a filtering tank had to be set up which removed chlorine. Water tanks were removed, and the water line was hooked directly to the machines. "There are cases of illness," Swingler explained, "which sometimes are blamed on vending machines." To safeguard against this trouble, he advised taking a sterile bottle and making a test from water sample when there is any suspicion of impurities.

Keep Them Vending

Everett J. Newcomer, of City Milk Company, New York, emphasized to operators that a beverage machine should never be left inoperative for more than 24 hours. "More good will has been thrown away by having people put coins in empty machines on location than for any other reason," he declared. If it is a question of parts trouble, he suggest improvising. Make them somehow, and have plenty of tools carried with servicemen to keep the machines going, he said.

Work shop concluded with an interesting question-and-answer session. Speakers answered problems submitted by operators and a general exchange of information took place.

Put Insurance Vender on Test Location in N. Y. Air Center

NEW YORK, Oct. 19. — Insurographs, quarter-operated machines which vend insurance policies in $5,000 amounts up to $25,000, are on test location at the 42nd Street Airlines terminal here.

Invented by Ralph W. Brown and Ernest H. Woods, Birmingham flour brokers, machines combine the principles of the cash register and cigarette venders. They stand 6 feet 10 inches high, are 2 feet wide and about 2 feet in depth. Insurographs are being manufactured for the Associated Aviation Underwriters of New York, Chicago and Los Angeles.

Brown, who claims that three years' research went into the coin-operated machine's development, says: "This won't be merely an airline proposition. As soon as we can build more machines we'll install them in railway and bus ticket centers."

Operation of the insurance vender, according to Brown, is quick and simple. Purchaser drops in his quarter, he explained, and the Insurograph stamps the time and date on the contract and adjusts it to the machine's window. There the buyer, Brown pointed out, fills in departure time and destination points, the name and address of the policy's beneficiary and signs his own name. Following this the purchaser pushes a button and out comes an activated policy. Each additional quarter inserted increases the contract's value by $5,000 until the maximum $25,000 coverage is reached. Vender, he concluded, retains contract duplicate for insurance company files.

Revco Rolls on Ice Cream Vend. Mch.

DEERFIELD, Mich., Oct. 19.— Revco, pre-war manufacturer of ice cream vending machines, is producing ice cream venders again, according to G. F. Forsthoefel, firm president.

A new model, ready in January, will dispense packaged ice cream in varied sizes, according to the official. Vender, Forsthoefel explained, is pre-war model, with changes planned while Revco was doing war work.

700 at NAMA Record Meet

First NAMA "Oscar" award goes to P. Lorillard as vending's "Firm of Year"

CHICAGO, Oct. 19.—Upwards of 700 members of the vending machine industry and allied industries met in Chicago's Congress Hotel October 16-18 for the National Automatic Merchandising Association's 10th Anniversary Convention. Conventioneers heard their president, Robert Z. Greene, predict that automatic merchandising will be a three-billion-dollar industry 10 years hence. More immediately, NAMA's "Firm of the Year" was introduced to the assemblage Friday night. Picked for that honor was P. Lorillard tobacco company, whose president, Herbert A. Kent, was at the convention.

Earlier Friday officers and directors were elected. With one exception, the incumbent officers and board of directors, were re-elected to their posts. Following is the list:

Robert Z. Greene, Rowe Manufacturing Company, president.

E. F. Pierson, Vendo Company, vice-president.

L. D. Chambers, Peerless Weighing & Vending Machine Corporation, treasurer.

Board of Directors

Board of directors: L. D. Chambers; J. Reno Gilger, Gilger Sales & Service Company, Kansas City; W. G. Fitzgerald, International Ticket Scale Corporation, New York; R. Z. Greene; Ford S. Mason, Ford Gum & Machine Company, Lockport, N. Y.; E. V. Meyers, Milk Automatic Merchandising Corporation, Long Island City; J. Sidney Jones, Southern Vendors, San Antonio; Paul W. Kimball, American Locker Company, Boston; E. A. Parina, Messrs. Parina & Company, San Francisco; J. B. Lanagan, Nikol-Lock Company, Indianapolis; Leverone, Automatic Canteen Company of America; B. W. Scheuer, Vendomat Corporation of America, Baltimore, and E. F. Pierson.

Scheuer is the new member of the board, succeeding E. J. Dingley, Unit Vending Corporation, Philadelphia.

Biggest news at Friday night's closing session was the introduction of Herbert Kent, who received a trophy from President Greene. P. Lorillard and Kent were honored, Greene explained, for the continued use of vending machines in Old Gold's national advertising. On the firm's radio programs, in national magazines and in all its various other advertising, Old Gold always mentions that customers should look for Old Golds in their favorite vending machine.

Others Follow

Other companies, following Old Gold's lead, have now begun to feature venders in their advertising programs—a not surprising thing when it is recalled that 15 per cent of all cigarette sales are made thru vending machines.

Registration for the convention started at 9 a.m. Wednesday (16) and continued thru the convention. Committee meetings and a board of directors meeting preceded the opening session of the convention, which started at 6 p.m. Featured speaker for the evening was Robert Greene, president of Rowe Manufacturing

(See 3-Billion on page 103)

Capsule Course for Candy Operators in NAMA Session

CHICAGO, Oct. 19.—Concentrated into half of the three-hour period originally allotted, the candy, gum and nut workshop at NAMA's 10th Anniversary Convention here offered candy vending machine operators an absorbing series of capsule lessons in efficient operation. Period was shortened to make room for vital discussion of new candy prices.

With J. Sidney Jones, Southern Venders, of San Antonio, as chairman, the workshop opened with a talk by Frank J. Bradley, owner of Automatic Equipment Company, Buffalo, whose topic was training of personnel.

Importance of Serviceman

Bradley pointed out that the serviceman is an extremely important factor in maintaining the vending business. "Therefore," he said, "we exercise great care in selecting him. Married men, born and educated in the city which they operate, have proven to be our most dependable workers. Our men are fingerprinted and cleared thru the FBI, and in this way we are off to a sound start."

After a personal talk, dealing with a comprehensive picture of the firm and its policy, the new man is given to the warehouse. There he absorbs sufficient knowledge of the various candy items so that he can answer intelligently the questions that arise.

"Next" said Bradley, "we send him out with a experienced man on a route other than the one he will eventually get. He is not expected to do anything but watch and learn the various points in our standard practice."

Later the new serviceman is invited to the office to discuss his impressions of the route he has seen, and to tell him that big customers, such as plants which he saw serviced, are difficult to obtain locations and must be handled diplomatically. "If there is something he cannot fix he is to phone in at once and we will send someone who can remedy the situation promptly."

Pointed Sales Meetings

Second speaker, John T. Collins, of New York Automatic Canteen, discussed the importance of sales meetings. Collins wanted it known, "Sales meetings should be interesting and impart valuable information to those attending. They should be held for a reason and scheduled when there is something to tell salesmen as a group. Above all when the meeting is over the salesmen should be ready 'to go to Macedona,' or, in other words, give their all on the points discussed."

William Swingler, of the Automatic

(See Capsul Courses on page 104)

Penny Machine Vends Hair Oil

SAN FRANCISCO, Oct. 19.—New 1-cent vendorless vender was placed on the market recently by Manufacturers' Agent Sales Company here, according to firm's owner, Paul J. Schmidt. Coin-operated machine will dispense hand lotion, hair lotion, bath oil or liquid soap.

Installations are usually in pairs, one for hand lotion and the second for one of the other three items, according to Charles Bloom, vender's Eastern distributor in New York. Machines are made of metal, colored black and trimmed with chrome. They are 10 inches high, 5 inches wide and 3 inches deep, contain no glass reservoir and will be screwed to a wall when located.

Bloom claims machines will be sold to coin machine distributors only, who will then sell them to operators.

Candy Suppliers Huddle With Operators on Price Question in NAMA Forum

Seek Way To Continue Nickel Price as Overhead Soars

CHICAGO, Oct. 19.—Operators of candy-vending machines had a golden opportunity to discuss their special price problems face to face with many leading candy suppliers during a conference discussion which led off the series of workshop sessions featured at the 10th anniversary convention of NAMA here this week.

Crowd of more than 300 jammed the Gold Room of the Congress Hotel to participate in a free exchange of information and opinions on the vexing price problems which now confront candy manufacturers and vendors alike. Presiding was B. W. Scheuer, of Vendomat Corporation of America, Baltimore.

Two Developments

Talk was based on two main developments which appear to be emerging out of the uncertainties of past weeks. These are (1) many candy bar makers have decided to raise prices, on the average, from 60 cents to 72 cents per box of 24 bars; (2) candy bar vending machine operators face an approximate 3½ per cent rise in merchandising costs as a result and the dilemma of not wanting to sell at the nickel price to which most candy machines are adjusted.

To meet this rise in operating automatic merchandisers speaking from the floor saw three alternatives. First, if it were possible to get increased supplies of candy, expanding volume of business would help to absorb added fees. Second, reduced commissions to locations would be a way out if larger supplies are not forthcoming. Third solution was anticipated various attempts to cut overhead costs of operation. And under this heading a strong plea was made to manufacturers for special multiple-count packaging of candy bars for the vending trade.

Poignant Questions

Before discussion of proposals to reduce commissions operators wanted to hear from the candy makers on questions of increased supplies, of prospects for further price increases and of possibilities for economy - producing larger - count packaging.

Frank expressions of opinions on these questions were presented nearly a score of important candy manufacturing firms. These opinions were both pessimistic and hopeful.

Dark, of course, was the supply picture painted. Representative of one candy maker told operators that if they were to walk into his plant they would find not only sugar a critically scarce item but almost every factor going into the making of candy. Chocolate, nuts, products, labor, packaging materials and shipping facilities all are critical, he said.

Sugar Factor

Nevertheless, this supplier, unlike most others, said that firm would be increasing deliveries within the next 60 days. Others said that much would depend on whether sugar increases in the sugar quota would be forthcoming for the first quarter of 1947. They echoed his analysis of multiple shortages.

Concerning prices, most candy makers said they were unable to tell whether operators could count on candy bar prices remaining at the level of about 72 cents a box for six months, or even three months. Prospect of early decontrol of all prices makes a-n a prediction impossible, they asserted.

Willing to Co-Operate

All who spoke assured automatic merchandisers of their firms' interest in the development of vending machine sales and willingness to co-operate fully on the overall cost larger unit-count candy bar packages. Advanced not only as a means by which manufacturers could produce for venders at a lower cost (eliminating 24-count boxes for larger ones), the multiple-unit packaging proposal interests operators also on a long-term basis. Such a practice, they say, would help to service routes more efficiently.

Different spokesmen for the suppliers varied in reports of plans for large-unit packaging. Some said they were considering 100-unit packs, other 20-unit packs. One firm said that it now was producing in 60-unit packs.

One speaker whose firm is cutting weight of candy bars 20 per cent instead of increasing prices said that this move would make possible a rough 25 per cent rise in output. On the other hand, he said, cutting weight by this amount would not mean a proportionate cut in manufacturing costs. Packaging and handling costs are the same, substantially, for reduced-weight bars as for the old, larger size.

Division of Opinion

When the discussion got around to proposals for reduced commissions, considerable division of opinion was registered by operators. Generally until now operators have absorbed all merchandising cost increases themselves. Some believe it will be necessary to continue with this policy. Others indicated an immediate scaling down of commissions. It was pointed out, however, that absorption of a 3½ per cent increase in the price operators pay for candy would necessitate only half as great a reduction in commission paid to locations.

Those who favored commission cuts said that the operator is performing a service to locations. If he is to continue to do so, they said, he will have to reduce costs and locations should bear part of the responsibility.

General tenor of the conference was recognition on both sides by operators and suppliers of the problems confronting one another and a readiness to co-operate in finding the solutions.

Amer. Distribs Open Miami Branch Office

PITTSBURGH, Oct. 19.—American Distributors here announce the opening of a new branch office in Florida, with headquarters at 800 West Avenue, Miami Beach.

Office has been inaugurated to enable the firm to offer better service to vending machine operators in the Florida territory, according to officials. Firm is distributor of machines and supplies of the Rockwestern Corporation, of Morris, Ill.

Keller Retires From Casey

CHICAGO, Oct. 19.—William Carsky, head of Casey Concession Company here, announced the retirement of Louis Keller, his partner. According to the announcement, Keller will no longer be connected with the company. Carsky will remain as sole owner. Company manufactures candy novelty packages.

Move Vendo Co. To Huge K. C. Plant Quarters

KANSAS CITY, Mo., Oct. 19.—Vendo Company officially changed its address this week as it moved into the big plant which formerly housed the Aluminum Company of America here.

Move will bring all its offices and plants, except the original Vendo factory, into one spot with a total 375,000 square feet of floor space. Huge factory, which is on a 25-acre tract, was leased from the War Assets Administration for five years with options, according to Elmer Pierson, Vendo president. Negotiations for the lease took a year.

Assembly lines were being set up this week to produce the company's two soft drink venders, one an 83-bottle dispenser and the other a 59-bottle machine. Coin changers also will go into production there soon.

Other products scheduled include a gas-operated steam oven and a suspension garage door opener operated by an electronic device using ultra-high frequency whistics. About 1,000 of the ovens and 500 of the door openers are being made as pilot models, company officials said.

Washington Street plant will continue to house the firm's research and painting departments until the first of the year, it was said. Plant there has about 30,000 square feet of floor space.

Pierson said that originally his company had not planned to use all the space available in the Alcoa plant, but present production schedules call for use of the entire footage. About 900 workers will be on the Vendo pay roll until assembly lines begin working full tilt, then the firm's working force is expected to surpass its wartime peak of 1,650, Pierson said. At peak war schedule, company had its operations scattered thru six plants and occupying 213,000 feet of floor space.

Chase Candy Co. Increased Volume by UnrationedSweetner

ST. JOSEPH, Mo., Oct. 19.—Chase Candy Company reported that by obtaining corn sirup and other unrationed sweeteners to replace beet and cane sugar it was able to increase its volume of business more than 70 per cent in the three months ended September 30.

Company reported a gross volume of sales totalling $1,400,000 for the quarter compared with $800,000 in sales reported by its predecessor company a year ago. Net earnings for the period amounted to $232,117, equal to 68 cents per share on the 340,000 shares of common stock now outstanding.

In the fiscal year ended June 30, the firm showed net profits of $427,473, which was equal to $1.25 per share on the common stock.

Company's balance sheet at the end of September showed current assets of $1,982,770 and current liabilities of $1,000,000. Its account receivable increased $450,000 during the three-month period while it boosted bank loans by $200,000.

Automatic Sales New in Ky.

FRANKFORT, Ky., Oct. 19.—Automatic Sales Company of Louisville, capitalized at $65,000 to deal in amusement and vending machines, was chartered this week by William G. Slater, Mildred Slater and Robert G. Cassaday.

Cig Vend Ops Tackle Wage, Hour, Sales

Talk General Management

CHICAGO, Oct. 19.—General management, wage and hour laws and sales arguments were subjects discussed before operators, manufacturers and suppliers who attended the cigarette workshop session this week in the 10th Anniversary Convention of NAMA here.

Workshop session, which lasted three hours, was termed an outstanding success by those who attended and, it was believed, will be used as a format for future meetings. The session was held in the Gold Room of the Congress Hotel October 17.

R. A. Parina, of Messrs. Parina & Company, San Francisco, served as chairman of the meeting, with H. I. Saxon, of Saxon's, Inc., Charlotte, N. C., serving as chairman.

Discussion of the wage and hour law by Robert Newman, of Automatic Canteen Company, Chicago, raised the question to those present of how that law applies to the vending industry.

George M. Seedmen, Rowe Manufacturing Company, presented sales points to be used in selling new locations. He pointed out types of good location and methods of soliciting locations.

"Locations are divided into two classifications," he said, "those who do not have cigarettes at all and those who sell cigarettes over the counter.

Machine Modern Way

"The general approach to both classifications is the fact that you are in reality not selling anything, but giving a modern service device to locations . . . the machine is the modern way.

"The business of operating cigarette vending machines is a service business, and the location owner must be impressed with the fact that you can give good efficient service.

"In order to do that your equipment must be as modern as possible so that you can refer one location to another and in turn one location will refer you to another one," Seedman stated.

A definition of modern management was given in the discussion of general management by J. H. Saxon. Said Saxon:

"Management is the art of coordinating all the factors and functions of a business profitably. The first talent a manager must have is the ability to make decisions, and decide it fast."

To the question of how to meet increased costs of merchandise and service, Saxon said that "it can be accomplished either by an increase in price or a cut in commission and trying to get more efficiency into your operation."

On the question of on-the-job training for veterans, Saxon said: "I believe this to be a very fine thing. It may be that we have not been entirely successful with it, but it is working out very well and we have certainly not reached our peak at present we have six men in training."

Among the other subjects discussed during the workshop were:

"Training of Personnel," by Maurice Levitch, Stern Cigarette Vending Machine Company, Norwood, O.; "Public Relations on the Routes," by Howard Hultz, Hultz & Meirs, Inc., Springfield, Ill.; "Compensation for Route Men," by Aaron Goldman, of G. B. Machine Corporation, Washington.

Plan Million-Dollar Drive For Peanuts

See Bigger Markets

ATLANTA, Oct. 19.—Spearheaded by the National Peanut Council, a $1,000,000, three-year research and advertising campaign has been launched by this industry to seek wider markets for peanut products.

Peanut people foresee disaster to the 4,000,000-acre investment unless increased consumption is developed to hold up production and price levels reached during the war. Chief's a move to popularize peanuts as a nutritious food product, drive is expected to gain important support from the vending machine trade, in which they have been an important merchandise item.

All Branches Join

All branches of the industry are joining in the program. Growers will pay 25 cents per ton on peanuts sold to shellers, crushers, wholesalemen and seed dealers. Peanut cleaners and shellers will pay 25 cents per ton handled; peanut crushers will contribute 5 cents per ton; brokers and jobbers one-fourth to a half cent per bag. Salters, roasters and confectioners have agreed to pay in 1 cent per 199 pounds of peanuts used.

Besides the National Peanut Council, a dozen other trade associations covering exclusively peanut operations, or in allied fields, will participate in the campaign.

First objective in the drive is to sell women on the idea of letting their children eat peanuts and peanut products between meals, said Modane Marchbanks, council director.

Good for Children

"Nutrition experts, pediatricians, child psychologists, government experts, now all agree that children should be allowed to eat between meals—provided they eat the right things at the right times," said Marchbanks.

"The experts agree," he asserted, "that peanut butter, salted peanuts and peanut candy are the right kinds of food for growing children."

Story of the peanut industry's part in winning the war also will be played up. "The government bought the equivalent of 277,000,000 pounds of shelled peanuts in the form of salted peanuts, peanut butter, peanut candy and peanut butter sandwiches," Marchbanks said.

This year's peanut production is estimated by the council at slightly over 2,000,000,000 pounds.

South Carolina Hits High Tobac. Output; Venders Supply Sure

COLUMBIA, S. C., Oct. 19.—Tobacco supplies in venders were assured this week with the announcement by the Department of Agriculture here that a total of 141,590,346 pounds of tobacco were sold in August and September.

Announcement by State Commissioner of Agriculture J. Roy Jones revealed that the tobacco had been sold in the State's nine tobacco markets for $69,960,811.96.

This indicated an increase over 1945 volume and money. For those two months last year 123,408,160 pounds were sold for $54,258,621.17. Average price this year per 100 pounds was $49.41 compared with $43.96 last year.

Ops Count More 5-Cent Dailies

NEW YORK, Oct. 19.—Operators who have been interested in newspaper vending machines this week watched prices and circulation rises thruout the country, following an analysis by the American Newspaper Publishers' Association.

Of 1,748 daily newspapers in the United States, 251 have increased their circulation rates since January. Only four have decreased their rates, according to the report. Increases were ascribed to the high cost of newsprint, labor and other operating costs.

Increasing their daily retail rate of 4 cents to 5 cents were 42 papers, the report disclosed. Only one newspaper in the United States, *The Mechanicsburg (O.) Telegram*, continued to retail for a cent. In 1934 there were four. In Texas *The Dallas News* increased the retail price of its Sunday issue from 10 cents a single copy to 15 cents, making it one of the highest priced Sunday papers in the country.

Peter Paul Not To Change Size

HARTFORD, Conn., Oct. 19. — Peter Paul, Inc., one of the largest manufacturers of 5-cent candy bars, has made no decision on new prices, but will not change the size or quality of its product, it was learned here this week.

Reliable sources also revealed that the company, largest user of cocoanut in the United States, is planning construction of a cocoanut dessicating plant on Luzon in the Philippines.

New plant will operate as an added assurance of a continuous supply of cocoanut. Production at the plant is expected shortly. Company has its own dessicating plant at Arecibo, Puerto Rico.

During the war the company maintained its own fleet of ships to bring cocoanut into this country from Puerto Rico. Company's fleet will be reduced as transport service is restored.

Venders To Be Part Of NAPM Exposish At Popcorn Meet

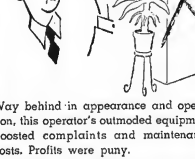
CHICAGO, Oct. 19.—Exhibition to be held in conjunction with the annual business meeting of the National Association of Popcorn Manufacturers in the Sherman Hotel here, November 5-6, will feature among other types of machinery and equipment used in the industry, latest types of coin-operated popcorn venders.

According to A. J. Villiese, executive secretary of the association, more than 300 persons are expected to attend the two-day meet. Exhibition is the first to be held in connection with NAPM business meetings, but every inch of available space has already been booked for the show, Villiese said.

Among the exhibitors will be the T & C Company, Dallas, and Viking Tool and Machine Corporation, Belleville, N. J., manufacturers of coin-operated popcorn venders.

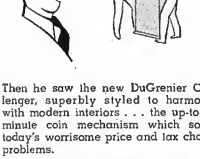
Just Say "THE NEW DuGRENIER"

OBSOLETE



Way behind in appearance and operation, this operator's outmoded equipment boosted complaints and maintenance costs. Profits were puny.

GETS A TREAT



Then he saw the new DuGrenier Challenger, superbly styled to harmonize with modern interiors . . . the up-to-the-minute coin mechanism which solves today's worrisome price and tax change problems.

CAN'T BE BEAT

Now that he operates exclusively with DuGrenier Challengers, he's way out front. Complaints are down — profits are up!

DuGRENIER, INC. 15 HALE ST., HAVERHILL, MASS.

America's Foremost Manufacturer of Automatic Merchandisers

BALL GUM

IS STILL THE A-1 SCARCE ITEM.
And from all reports will be until late in 1947. Many Ball Gum machine operators have successfully switched to MARBLES and have reaped a harvest of BIG PROFITS DURING THE PAST FIVE YEARS. HOLD YOUR LOCATION WITH BEST SUBSTITUTE.

CAN STILL SUPPLY

Agate - - Glass - - Assorted

COLORED MARBLES

BARREL OF 50,000, size 9/16 .....$54.50
BARREL OF 40,000, size 5/8 ..... 52.50
KEG OF 21,000, size 9/16 ..... 23.80
KEG OF 17,000, size 5/8 ..... 21.05
SOLID-COLOR, CHERRY RED to use as a prize MARBLE, $4.00 per thousand.

FULL CASH WITH ORDER, F. O. B. Factory. Shipments are made at once.

Order today while still obtainable. Remember MARBLES Don't get Stale or Rancid. STOCK UP NOW.

National Headquarters

FOR CHARMS

Fine Selection, All cut, No Strings, 35 Varieties.

1 Carton	15 Gross	$13.25
7 Cartons	100 Gross	84.50

NEW BELL CHARM, ALL ANY ONE COLOR YOU REQUEST OR ASSORTED COLORS.

10 Gross .....$ 9.00
100 Gross 85.00

Samples for Inspection, 25c.

Gold Plated Bell Charms. 10 Gross..$27.00
Silver Wedding Rings. 10 Gross.... 10.50
Gold Wedding Rings. 10 Gross..... 22.50
Wise Crack Buttons. 5,000 ..... 9.75

All Charm Orders, Full Cash with Order. Parcel Post Paid By Me.

BRAND NEW!
PROMPT DELIVERY!

Victor Model "V" 1c Vendors. Refinished in ALL KINDS of nuts, candies and ball gum with no extra attachments required.

Model "V" Standard Finish (glass globe), Each $11.75

Model "V" DeLuxe Cabinet (as pictured), Ea. $13.75

YOU HAVE TRIED THE REST — NOW TRY THE BEST.

ROY TORR LANSDOWNE PENNA.

VICTOR'S MODEL "V"
Famous Pre-War Vendor
Console TYPE
Model V capacity: 5 to 6 lbs. of bulk merchandise or 7,000 to 7,500 balls of gum. Vends 1c, 5c, 10c and 25c ball gum.
Model V Del. Cab. Type, $1.75 Ea.
Model V Wall Brackets, 65¢ Ea.
Combination 1¢ and 5¢ Coin Counter, Plus Postage, $1.25 Ea.
Orders Filled In Rotation
1/3 Dep.; Del. or C. O. D. Balance O. O. D.

Model V Globe $11.75
PIONEER VENDING SERVICE
Exclusive Victor Distributor for N. Y.
461 Suckman St. Brooklyn 12, N. Y.

WANTED

Popcorn Vending Machines, new or used. Give full details in writing.

JACKSON POPCORN SERVICE
332 Claiborne Ave. Jackson, Miss.

Venders Help Salesmen, Don't Replace 'Em, Grocery Magnate Tells Audience

Call Impulse Selling Key to Vender Merchandising

By Nathan Cummings
President, Consolidated Grocers, Inc.

(Following is text of address at NAMA Convention.)

Ladies and Gentlemen of NAMA: Altho I stand before you today as a grocer, I am partially, at least, a manufacturer of confectionery. Several years of my commercial experience were spent in Canada operating a general line confectionery plant. During the '30's the company of which I was president supplied candy bars especially prepared for distribution thru vending machines. Therefore, I speak today with more than a casual understanding of the vending machine industry and its problems.

When the consumer's coin clinks merrily down the slot of a vending machine the customer often listens to the click of the relays and the whir of machinery with an awed feeling of adventure. They greet the candy bar, cigarette or ball gum bottle with somewhat of a youthful thrill. Automatic vending machines, with a gradually diminishing number of people, are still regarded as a sort of adult plaything. Actually, the mirrored, smartly lacquered machines are no toys. They are big business—your business. Your vending machine industry is rapidly bounding back from the wartime interlude to a period of great prosperity and expansion. I am told that already your pre-war figures are dwarfed.

Have Seenre Place

Automatic vending machines, often referred to as silent salesmen, have today finding a secure place in the national economy. But the steady growth in industry has not been achieved silently nor automatically. It has taken hard work to enable you to win your share of well entrenched retail trade. Your conventional installer admits now that your vending machines are here to stay, but even today they eye you and your "upstart" silent salesmen with some misgivings. They must be shown that automatic vending machines help human salesmen and do not displace them. For example, the cigarette machines in bars and taverns have substantially relieved the busy bartenders' job of selling smokes across the bar. In bus and railroad stations, terminal officers, and in many trains, your tireless salesmen are on duty night and day. They are always ready with a stick of gum, a snack or refreshing drink. Already available thru vending machines are ice cream, automatically grilled franks, hamburgers, cellophane wrapped fruits and sandwiches—yes, and even gasoline from coin-operated pumps.

And your industry has its eyes on other fields. Perhaps in the years to come there will be machines selling complete lines of frozen foods. It is possible to foresee completely automatic grocery super-markets, automatically operated service stations. I venture to predict that in the next five years automatic merchandising will grow more rapidly than in the past 20 years. The technology and research of your machine manufacturers are never-ending. They may even develop a device that will make change from any denomination of coin and even say "Thank you." Your industry, like ours during the war years and since V-J Day, has had an almost endless continuity of what seemed like insurmountable problems, handicaps, shortages and labor difficulties, but in spite of all that you have shown remarkable growth.

Brushed Aside

But all of your handicaps can be brushed aside when they are compared with the physical handicaps of some individuals. The best debater ever produced at Rollins College, Fla., was a blind boy. All thru his college career he received "A" marks in his studies. A fellow student who did his reading for him was a crippled girl who spent much of her time in a wheelchair. They had such a happy time working together that they married and together climbed to new heights. I can think of a dozen famous men whose progress was not halted by physical handicaps. Lord Byron had a club foot, Henry Louis Stevenson and John Keats had tuberculosis. Charles Steinmetz and Alexander Pope were hunchbacks. Admiral Nelson had only one eye. Edgar Allan Poe was a psycho-neurotic. Charles Darwin was an invalid. Julius Caesar was an epileptic. Thomas Edison and Ludwig Beethoven were deaf, and Peter Stuyvesant had a wooden leg. Handicaps build strength and purpose—and accomplishment!

During 1932 I was financially broke, but I was not broken in spirit! I had great hopes of using merchandising service as the cornerstone of my newest pursuits which turned out to be candy and biscuits business. Application of sound merchandising practices are equally important to you. The fundamentals of your business, above all things, require the good will of your locations. Every location owner must believe that you have dealt fairly and squarely with him, and he will tell others about you. Futhermore, don't let your competitors take your business away from you because of poor service. The operator who gives a maximum of service gets a maximum of public good will. You must be fair and just with your suppliers of both merchandise and equipment. You must live up to your promises. In this way you strengthen your reputation as regarded as a preferred customer, and that maker for good business. Always you must practice good public relations. Pass the good word around to your entire organization that the location owners who are using your services are, in effect, your bosses. Questionable ethics or actions can never be covered up or white-washed. It's not what you say about yourself or your industry that creates good will. It's what you do and what you *stand for* that determines your future success. The public must always be given a first-class impression of your merchandise and your machines. Avoid the shoddy, the slipshod methods. They'll do more to hurt the automatic merchandising industry in the eyes of the public than any one other thing.

Impulse Business

Your business is an impulse business. Spotlessly clean, sparkling equipment to a "must." Your serviceman must be clean and courteous. He must see that the machines are always in tip-top mechanically condition. You should have a regular schedule for pulling machines into the shop for inspections, repair and refinishing. Have your name on your trucks or service cars. *Be proud of your business.* If you think well enough of automatic merchandising to be engaged in it, advertise it. Offer the public the best values and they'll come back for more. Yours is a condition business. Put the name and address of your company on your machines. In case of error in operation of the machine, this demonstrates there is a responsible company in back of it.

Remember that you supplement, but do not replace, retail personal selling. Your automatic merchandising machines can exist on a small volume of business as compared to the volume necessary to maintain personal selling. Your silent salesmen are on the job 24 hours a day. During World War II the automatic merchandising industry received the highest commendation for its contribution to the war effort. In training camps and war factories your machines provided a necessary service which could not have been supplied profitably by any other method.

Surveys show that three out of five shoppers buy one or more products on impulse. Other statistics revealed that 24 per cent of grocery sales were items purchased on impulse. In the meantime the effect we may have had on impulse buying, surveys conducted among 1,800 super market shoppers in seven different cities show that 38 per cent of purchases had been made on impulse. People prefer self-service as usually associated with food super markets. Vending machine sales are, in effect, self-service impulse sales.

How To Succeed

Vending machine merchandising, to be successful, should contain packages:

(1) That easily attract attention
(2) Tell the product story
(3) Protect health and sanitary, and
(4) Look like a good value.

In effect, the package should be an advertisement and a salesman at the same time.

Now let us consider briefly the responsibility of all you business men who represent management. You have a tremendous interest in preserving and strengthing our system of free enterprise. Yet you must make greater contributions toward a better understanding of free enterprise by the public and by your employees. Tell them about them how it works, and the simple principles of running a business successfully. Emphasize always the importance of successful business operation to everyone in these great United States.

Simply stated, management's efforts should be directed toward mak-

(See Venders Help on page 105)

CIGARETTE MACHINES
REAL BARGAINS
READY FOR LOCATION

National 9-30	$62.50
Rowe Premier V. C.	55.00
DuGrenier 7 Col. Mod. S. Ea.	90.00
Rowe Aristocrats, 6 Col. Ea.	22.50
Postage Stamp Mach., 2 Col. Ea.	14.50
Cigarette Sales Registers, Ea.	1.00
Penny Pushers, new, $47.50	
Du Grenier Champs, 9 & 11 Col.	90.00
U-Need-a-Dime Mirror, 5 Col.	35.00

What Have You to Sell?
Half Deposit. Phone: BA 9-0606
HARRIS VENDING
2717 N. Park Ave. Philadelphia, Pa.

Northwestern

Your Assurance Of Postwar Security

Time and time again Northwestern built vendors have proved their worth as sturdy, dependable money-makers under any and all conditions. That's why so many operators, and others interested in a permanent income, are looking forward to the time when these machines will again be available. To make sure of your postwar success, plan now to invest in Northwestern—venders built for operating. In the meantime, keep in touch with activities through our free monthly paper The Northwesterner.

THE NORTHWESTERN CORPORATION
3 EAST ARMSTRONG STREET MITCHEL, ILLINOIS

See 3-Billion Vending Trade; 700 at NAMA Record Meet

(Continued from page 99)

Company and of NAMA. Greene's address, entitled *Ten Years of Progress*, dealt with the formation of the association, its accomplishments and its future aims.

Basic Needs

Greene pointed out that the past 10 years have proved these basic needs for the association: (1) a strong association, with a large and selective membership; (2) elevating the standards of the industry by adhering to the association's Code of Ethics; (3) the development of better machines; (4) the need for strong leadership within the association, and (5) the need for a public relations program on a local and national scale.

Looking ahead to the future, Greene said: "On the basis of my personal optimism, I predict that your president (in 1956) will be talking to a much larger audience. There will be many more operators, many more manufacturers, more suppliers and far greater interest. The importance of NAMA, and the words of its president will be of greater concern to the average individual whose daily life will be affected by automatic merchandising. There will be a few introductory remarks by the 1956 president, and after a few of us old-timers are seated in, he probably will state casually that we are a $3,000,000,000 industry and that the next 10 years will see us attaining our reasonable goal of becoming a $6,000,000,000 industry."

Approve Showing

Later in his address Greene said that the board of directors of NAMA had approved the holding of an exhibition of merchandising equipment in 1947.

Said Greene: "There is still one glaring weakness in our activities. While we have been careful to dissociate ourselves from gaming and amusement machines, we align ourselves with them by exhibiting our machines with theirs. X X X Why shouldn't we have an exhibit of our own? There will be enough new manufacturers of merchandise and service machines in 1947 to justify this.

"We have no quarrel," Greene continued, "with operators and manufacturers of other equipment, but their business and their problems differ greatly from ours."

After the Greene address, convention delegates watched a motion picture entitled *Three Keys to Tomorrow*, furnished by courtesy of the Vendo Company, Kansas City.

First Workshop

Thursday morning saw the first of the workshops around which the convention was built. First workshop was devoted to candy, gum and nut machines, and is fully reported elsewhere in the vending machines section. The service machine conference, originally scheduled for Thursday morning, was canceled because of the tremendous interest in the candy, gum and nut problem.

At the luncheon Thursday, Nathan Cummings, president of Consolidated Grocers' Corporation, Chicago, delivered one of the principal speeches of the convention. Cummings, who is president of the world's largest grocery wholesale company, had many interesting comments on the vending machine industry. A full text of his speech is printed elsewhere in this issue.

Rest of Thursday afternoon was given over to the cigarette workshop, where special problems confronting the operators of cigarette vending machines were brought up and discussed by experts in that field. And 7 p.m. no more activities were scheduled on the convention program proper until Friday morning, but those attending the convention used this time to visit with old acquaintances and get briefed on developments in the industry outside their own territory.

Association Reports

Friday morning—the final day of the convention—was given over to reports from association executives and the election of the directors named earlier in this story. Taxing problems, as they involve automatic merchandising equipment, were discussed during the session. The association's budget likewise came in for discussion. C. S. Darling, executive director of the association, announced that there were 710 active members. He said that of 25 prospective members who visited the convention, 16 had signified their desire to join. Darling pointed out the rapid growth of the association—reminding the convention that at the start of 1946 the association had but 274 members.

After these reports, Conger Reynolds, director of public relations, tieing in his talk with practical suggestions for the association's own public relations work. Reynolds, who is widely recognized as an authority in his field, was well received. R. L. Strain, American Locker Company, Chicago, who is chairman of NAMA's public relations committee, addressed the convention following Reynolds' speech.

Following a business luncheon, the final workshop—devoted to beverage vending machines—was held. In the evening, the anniversary banquet, presentation of award to Kent and dancing closed the convention.

HANSON SCALE
COUNTS PENNIES AND NICKELS
The Modern Way to Count Collections

No. 317 Weighs only pennies to $15.
No. 318 Weighs pennies to $7.50 or Weighs nickels to $23.65.
Either Size Complete with Tray and Handy Carrying Case
$18.50 Each
DISTRIBUTORS, WRITE FOR QUANTITY PRICES
National Sales Agency
BLOCK MARBLE CO.
1625 So. Broad St., Phila., Pa.
Phone: STenmien 4-8078
Get It From Stock They Have It In Stock

N-E-W L-I-Q-U-I-D D-I-S-P-E-N-S-E-R
—Distributors & Operators—

Territory open for exclusive franchise of new liquid dispenser. Sensational repeat advertised product. Hand Lotion, Half Oil, Liquid Soap, etc.

Here is a hot deal for the wide - awake operator or distributor.

Sectional, State and county contracts now being closed.

Still available: Maine, Vermont, New Hampshire; Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, Delaware, Maryland, Virginia, West Virginia.

Write, Wire or Phone.

CHARLES F. BLOOM
Factory Representative and Field Organizer
Esquire Building 7 Vanderbilt, 6-2417
380 Madison Ave. New York 17, New York
ACT AT ONCE

CIGARETTE MACHINES
Refinished Like New.
Ready for Location.

Penny Packer, Nos. ..... Ea.	$32.50
DuGrenier 7-Col. Champion ..... Ea.	60.00
DuGrenier 7-Col. S ..... Ea.	27.50
DuGrenier 7-Col. VD ..... Ea.	62.50
DuGrenier 9-Col. Champion ..... Ea.	85.00
DuGrenier Deluxe ..... Ea.	92.50
U-Need-a-Pak 6-Col. E ..... Ea.	37.50
U-Need-a-Pak 7-Col. E ..... Ea.	47.50
U-Need-a-Pak S & A 5-Col. ..... Ea.	57.50
U-Need-a-Pak 10-Col. E ..... Ea.	62.50
National 8-30 ..... Ea.	65.00
Rowe Imperial 6-Col. ..... Ea.	59.00
Rowe Imperial 9-Col. ..... Ea.	87.50

⅓ Down Payment, Balance C.O.D., F.O.B. N. Y.

What Have You For Sale?

N. Y. VENDING MACHINE EXCH.
416 Broadway BROOKLYN, N. Y.
EVergreen 8-7570

VENDIT
Sells More Candy - Pays More Profits
The VENDIT Corporation
2946 W. Grand Ave., Chicago 22, Ill.

NOVELTY CARD VENDOR
A real money maker
Tax Free.
Absolutely Legal.
Introductory Price
$29.50
Complete with Cards.
HARRIMAN SUPPLY COMPANY
Roane Street Harriman, Tennessee

NORTHWESTERN VENDORS DE LUXE MERCHANDISERS
$22.60 EACH.
1/3 Deposit, Balance C. O. D.
Subject to Change without Notice.
IDEAL NOVELTY CO.
"Authorized Northwestern Distributor"
2623 LOCUST ST.
ST. LOUIS 3, MO.

EXHIBIT'S **'IDEAL' CARD VENDER**

PROVEN A MONEY MAKER BECAUSE IT'S A FAST PENNY GETTER. KNOWN TO PICTURE CARD FANS FOR OVER 40 YEARS FOR THE LATEST AND MOST POPULAR EXHIBIT CARDS.

44 DIFFERENT SERIES OF CARDS TO OFFER

ATTRACTIVE ALL STEEL CABINET WITH BAKED HAMMERLOID FINISH. POSITIVE CARD VENDING UNIT. A. B. T. SLOTS

ORDER TO-DAY
Send ⅓ Deposit. Balance by Express C.O.D. Descriptive Literature Upon Request.

29.50 WITH 1000 CARDS NO FEDERAL TAX

EXHIBIT SUPPLY CO. 4222-30 WEST LAKE ST. CHICAGO 24, ILL.

OHIO & WESTERN PENNA. OPERATORS!
Look To AMERICAN DISTRIBUTORS
For Your DELUXE *Northwestern* Requirements MODEL 40

Less than 25	$22.60	Less than 25	$8.60
Less than 100	22.35	Less than 100	8.35
100 or more	21.85	100 or more	8.10

Terms To Reliable Parties

AMERICAN DISTRIBUTORS
1349 FIFTH AVENUE 423 FRANKLIN STREET
PITTSBURGH, PA. JOHNSTOWN, PA.

ADVANCE NO. 11
BULK VENDOR
Built for the Operator!

WRITE FOR PRICES

The Finest Tasting RED PISTACHIO NUTS 05¢ Lb.

•

Salted Squash Seeds, 20¢ Lb.

Spanish Peanuts, 22¢ Lb.

This machine is exceptionally strong in construction—the result of over 45 years of experience where no effort or expense has been spared to perfect it!

J. SCHOENBACH
1647 Bedford Ave., Brooklyn 25, N. Y.

IMMEDIATE DELIVERY!
Single Lots $65.00 each
*Send for Free Booklets.
NO BATTERIES, NO ELECTRICITY

BRAND NEW! PROMPT DELIVERY!
Victor Model "V" 1¢ Vendors. Handle ALL KINDS of nuts, candies and bulk gum with no parts or attachments required.
Model "V" Standard Finish (6 Lots of Nuts, Candies or Bulk Gum). Each $11.75
Model "V" Deluxe Oxblack (as shown, Cured). Each $13.75
Terms: 1/3 Cash With Order, Balance C. O. D.
R. H. ADAIR CO.
6826-6828 Roosevelt Rd., Oak Park, Ill.

Candy Price to Ops Explained

WASHINGTON, Oct. 19.—C. M. McMillan, executive secretary of the National Candy Wholesalers' Association, said this week that jobbers are required, under OPA Director MPR 415, to notify vending machine operators of any increases in the prices of candy. Notification of the increases, McMillan said, must accompany the first order shipped under increased price.

"Under the new order," the association official explained, "a manufacturer will just multiply his material and packaging cost by 1.58 to arrive at his selling price. This will permit him to vary his weight from bar to bar to enable him to have the same price for all his bars if he wishes. Of course, wrapper difficulties may affect that temporarily, but it is admitted that it will eliminate much confusion for the jobber and operator if manufacturers are not required to vary prices of their different bars.

First order shipped to an operator with an increase must bear a stamp or letter explaining the increase and further stating that the operator can add the same percentage mark-up to the price which he maintained on or before June 28, 1946. Many operators, reports have it, are turning to the dime bar in anticipation of possible increases in nickel-bar prices.

Some manufacturers of nickel bars, not discontinuing their brand names or increasing prices, are supplementing their nickel bars with new dime bars, reports indicate. Peter Paul, for instance, known for Mounds, has placed on the market a new dime bar similar to Mounds but with nuts added.

Shortages Shut Down Peter Paul's Florida Candy Factory

TAMPA, Oct. 19. — Peter Paul's Mounds candy factory here may not produce for another year, according to its manager, E. G. Goldsmith. Natural sugar shortage, shipping and trucking strikes and insufficient quantities of corn sirup and coconut are causes for the delay, he explained.

When operations begin, Goldsmith estimated, the factory will manufacture up to 20,000 boxes of Mounds daily for distribution in Florida and other southern States.

FOR BULK VENDORS
PAN'S "HARD SHELL" CANDIES
HAVE WHAT IT TAKES
FINEST QUALITY — SNAPPY APPEARANCE
EASY VENDING — CORRECT PRICE
ARE YOU ON OUR MAILING LIST?
PAN CONFECTIONS
311-329 W. Superior Chicago 10

FLORIDA OPERATORS, ATTENTION!

THERE IS A Northwestern OFFICE
Right in Your Own Territory Ready To Serve You With Northwestern Venders, Parts and Accessories. Call or Write
AMERICAN DISTRIBUTORS
800 WEST AVENUE MIAMI BEACH, FLORIDA

Capsul Courses for Candy Operators

(Continued from page 99)

Canteen Company of America, addressed the operators on sanitation. He mentioned that sanitary precautions for candy, gum and nut venders should be carried out to the nth degree. "For some reason an individual can purchase an apple every day and upon finding a worm in it throw the apple away with barly a comment. He still buys another apple the next day. In our business, if our merchandise crops up in a similar state, there are complaints. In the case of a large factory location, the product, together with its foreign matter usually ends up on the president's desk."

There is no reason, Swingler said, why every possible means of cleanliness should not be used all the way down the line. "The route man must be neat and personally clean. His clothes must be cleaned and laundered regularly. He must be careful to keep the venders free of dirt that naturally accumulates from time to time, inside and out. He must be taught that the candy or nuts or gum must reach the purchaser in a flawless condition or else his own pay check will suffer."

Accounting was the subject of W. T. Collett, who represents the W. T. Tibbals Company. Collett said that simplified methods now in use were a help to all personnel engaged in the vending business. "My firm," he declared, "has servicemen leave location data with the accounting department. These slips are an accurate tab on the condition of specific locations and routes. The amount of merchandise replaced in the vender is designated, the collections and the general condition of the machine itself. In this way we know definitely whether commissions are correct. And the route man knows when and where he is short," Collett concluded.

Cool Candy in Hot Weather

Leo Bersein, of Philadelphia's Berlow Vending Company, was enthusiastically in favor of refrigerated racks for the warmer sections of the country and during the hot months anywhere. He mentioned that his firm even during the sweltering days had been able to keep candy at a less than 75-degree temperature by an air-induction system used with racked ice. Cold air would circulate in and around the candy and was easy to set up.

Among several other topics discussed by speakers was insurance. Operators were advised to do business with an underwriter who is acquainted with the vending business and its divergent problems. Speaker recommended a comprehensive policy that would cover fire, criminal incidents and general accidents that might damage the vender or its contents.

Just before the workshop came to a close William Wrigley Jr. sent a message to the conference concerning his stand on prices. Wrigley said that even the his costs had gone up, he was going to stay with the nickel price on gum as long as possible. He also expressed the hope that operators present would see the wisdom of keeping the buying public's good will at this time.

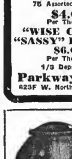
Queen Anne Names Horrell

CHICAGO, Oct. 19—Harry S. Martin, president of Queen Anne Candy Company, announced this week the appointment of Judson Horrell, of Evans Associates, local ad agency, as advertising manager. Move was part of an expansion program, according to Martin. Firm will launch first national ad campaign this fall. Prior to joining Evans Associates, Morrell had 12 years of candy advertising experience.

COLUMBIA BELLS
Twin Jackpot. Changeable on location in 1¢, 5¢, 10¢, 25¢ play.
Lots of 6
$139.50
Single Unit $145.00

SHIPMAN
Thrilling Stamps Machine. Brand New 5¢ and 1¢ Vendo Units Available Now. 5¢ Air Mail Postage Stamps #1. Step-proof, compact. Rugged. Immediate Delivery.
Operator's Price ..
$39.50
STAMP FOLDERS
For Shipman, Victory, Shermack, Advance
10M—$4.85
25M—$11.75

VICTORY
Dimpler Stamp Machine. Brand new! Vendo 1¢ and 5¢ Postage Stamps. Can be used inside or outside. Guaranteed weather proof. Returns Slugs and foolproof. Immediate delivery.
Operator's Price
$29.50
CHARMS
For Bulk Vendors
75 Assorted Varieties
$4.00
Per Thousand
"WISE CRACK" "SASSY" BUTTONS
$6.00
Per Thousand
1/3 Deposit With All Orders.
Parkway Machine Co.
623F W. North Ave. Baltimore 17, Md.



BULK VENDOR
Built for the Operator!
•
Miscellaneous lot of thoroughly reconditioned and refinished peanut machines. Perfect working order and ready for location with 5¢ Spanish Salted Peanuts for $7.50.
$2.00 Deposit
Balance C. O. D.
THOMAS NOVELTY CO.
1572 Jefferson St. Paducah, Ky.

VICTOR MODEL V

The only genuine Victor Model V Famous Venders. Vends all bulk goods and does gum without changing or extra parts.
Globe Type $11.75
Deluxe Cab. Type .. $13.75
RIGHT IN STOCK! RUSH YOUR ORDERS!
Also Columbias, Master, Silver Kings and Northwesterns. Venders — plus a full line of parts and supplies!
Send for Complete List!
⅓ Deposit Required
FRANK DIST. CO. 836 N. 8th St. Phila. 23, Pa.

NEW 5 CENT BULK VENDOR

FOR ALMONDS, PECANS AND MIXED NUTS. VENDS A GOOD PORTION AT HIGH PERCENTAGE OF PROFIT.

IMMEDIATE DELIVERY

Eastern Distributors Wanted

WRITE OR WIRE FOR DETAILS

LOS ANGELES MANUFACTURERS

Suite 515, 448 S. Hill St., Los Angeles 13, Calif.

Venders Help Live Salesmen, Says Magnate

(Continued from page 102)

ing the danger and the remedy of today's unrest clear in every possible way to every group—employees, suppliers, customers, representatives in Congress and in State Legislatures, ministers, teachers, newspapers and magazines, and the general public. Business managers must use the tools of public relations. They must have direct contact with employees in order to give them an understanding of the fundamentals of sound economics and of the reasons why our economic progress has gone far beyond that of any other nation.

Workers must learn that the only way to acquire real earnings is thru greater production and lower costs; that it is impossible to have what is not produced or to get something for nothing; that they, as employees, have as much interest in the profitable operation of the business of which they are a part, as have the owners. Do not make the mistake of believing that employees do not think for themselves—that they believe everything they are told by all labor leaders.

Under the law management has the right to tell its employees the requirements for successful operation of the business in which the employees have a personal interest. There is no law against free speech in defense of American principles. The only restriction I know of is coercion of employees in their selection of a bargaining agent. You, as management, must assume fully your share of responsibility for educating your employees and the public to an understanding of the principles and enterprise that made the American people the most prosperous people in the world.

This story of the economic development of America is a thrilling story. We are today the best-fed nation, with the highest standard of living of any nation in the world. In the early days most of the people lived a hand-to-mouth existence. More than 80 per cent were farmers, as was the case in Europe. Today not more than 20 per cent of our population are employed in agriculture. In the early days people worked from 12 to 16 hours a day. Up to that time the progress of the world had been slow and unimportant in comparison with the economic progress that the world has made during the past 150 years. Pig steel was not yet invented until 1837. The production of a bushel of wheat at that time represented the investment of 2½ hours of hard manual labor. Today the labor time of raising and harvesting a bushel of wheat is about 10 minutes. So it has been thru all the years of great and technological accomplishment. Never at any time in any other country has there been such an ever-increasing supply of things which made life easier.

In like measure, your vending machine industry is a great boon to supplement the happiness of our American people.

I started out to talk to you on merchandising but it being such a wide subject I could not refrain from touching on economics and a great many other contributing factors, all of which make up your great industry. In closing might I say that you make, "Today's perfection tomorrow's second best."

Fla. Cigarette Taxes Show 15% Gain for September

TALLAHASSEE, Fla., Oct. 19.—Cigarette taxes produced $830,879 in September, according to the State tax department. Amount represents a 14 per cent gain for the like period in 1945.

Revenue for the first three months of the fiscal year, due to the cigarette levy, totaled $2,686,987, or a 9.74 per cent increase for the same period a year ago.

COLUMBUS VENDORS

1c PEANUT MACHINE

48 and up, $9.50; 12 to 48, $10.00; under 12, $10.50.

Sample, $11.50.

5c VENDOR

Prices as follows: 48 and up, $10.50; 12 to 48, $11.00; under 12, $11.50; sample, $12.00. $2.00 deposit per machine, balance C. O. D.

THOMAS NOVELTY CO.

1572 Jefferson St. PADUCAH, KY.

VICTOR'S MODEL "V"

Famous Pre-War Vendor

GLOBE TYPE

Model V equipped for 1c play but can be changed to 5c play. Holds 500 balls of gum. Vends ½", ¾" and ¾" ball-gum.

Model V With Bracket, 68c Ea. Combination 1c and 5c Coin Counter, $1.00 Postpaid.

Orders Filled In Rotation

$2.00 Deposit, Bal. C. O. D.

Victor Model V

Model V Globe Type $11.75 Ea.

THOMAS NOVELTY CO.

1572 Jefferson St. Paducah, Ky.

WANTED

WURLITZER 950's

Also 850, 800, 750 and 700

GENCO BANKROLLS

Wurlitzer Skeeballs

AAA Vending Machine Co.

17811 Joseph Campau Detroit 12, Mich.

Phone: TWinbrook 1-6204

NCA Candy Council Feature Hits Papers in 48 States

CHICAGO, Oct. 19.—Second in the series of NCA council-on-candy's "candy features" will be received by more than 1,750 daily newspapers and at least 400 magazines this month, it was announced by the council this week.

Series is a publication which carries a collection of short stories, recipes and newspaper and magazine fillers which may be rewritten or used as is in the publications reached. Material goes to towns and cities in all 48 States, Alaska and Hawaii, according to the council.

SEE RAKE FOR VENDING MACHINES COUNTER GAMES — SALESBOARDS

NEW A. B. T. CHALLENGER

Lots of 25 $60.00 Ea.
Lots of 50 $5.00 Ea.
Lots of 100 $0.00 Ea.

Jobbers, write for Quantity Prices.

The finest counter machine ever built! Money maker on any location. Legal everywhere.

Operators' Price

$65.00

Each

Lots of 25 or more, $60.00

CARD VENDOR

MONEY MAKER

A route of these Card Venders will earn a steady income for you. Tax free.

INTRODUCTORY PRICE

$29.50

● 1,000 Cards Free! ● Legal Everywhere!

LIKE NEW CHAMPION SPARKS

● Token Payout with Gold Award Jackpot.

● A receiver token payout plus Big Gold Award Jackpot. Only

$29.50

Champion—Fruit Symbols. Sparks—Sport or Cig Symbols. Either 1c or 5c Play.

COLUMBIA BELLS

Twin Jackpot 1946 Models

LOTS OF 6

$139.50 EA.

Single Unit $145.00

Changeable for 1c, 5c, 10c, 25c Play

MILLS Vest Pocket BELL

SIZE 8"x8"x8"

A 5c pocket size slot with automatic payout system. Awards from 3 to 20 tickets.

OPERATOR'S PRICE

$74.50

Reconditioned, Blue & Gold $54.50

WORLD'S SMALLEST 3-REEL MACHINE

BRAND NEW

IMPS

SIZE 6"x6"x6"

Available in either 1c or 5c play with Fruit or Cigarette Strips.

Operator's Price, $15.00

RECONDITIONED VENDING MACHINES

Triumph, With Stands, 1-5c	$25.50
Snacks, 5c, With Stands	25.00
Snacks, With Stands	22.50
Columbus Model "PM", Porcelain	9.50
Columbus Model "PM", 1c, Porcelain	10.50
Columbus Model "M", Enamel	8.50
Columbus Model "PM", 1c, Enamel	9.50
Northwestern Model "501", Porcelain	8.50
Variety Snacks, 1c, Porcelain	12.50
Late Eagle Counter Vendors, 1c	12.50

REFINISHED CIGARETTE VENDORS

DuGrenier Model 7, 7 Col.	$ 48.50
DuGrenier Model VD, 7 Col.	72.50
DuGrenier Streamline, 7 Col.	85.50
DuGrenier Champion, 11 Col.	195.00
National Model 700, 7 Col.	85.50

RECONDITIONED COUNTER GAMES

Pikes Peak, 1¢	$ 29.95
Kicker & Catcher, 1¢	39.50
Speedshooters, 1¢	19.50
Photoscopes, 1¢	20.50
Chicago Coin Shooters, 1¢	19.50
Advance Electric Shockers, 1¢	19.50
Cubs, 1¢ or 5¢	8.95
American Flats, 1¢ or 5¢	12.50
Races, 1¢ or 5¢	12.50
Kills, 1¢ or 5¢	12.50
Marvels, 1¢ or 5¢	29.50
Sparks with Gold Award, 1¢ or 5¢	29.50
Seven, plain model, 1¢	10.00
American Eagle, 1¢ or 5¢	29.50
Mercury, 1¢	19.50
Liberty, 1¢	19.50
Rolle-Pack, 1¢	12.50

● USED PIN BALLS ●

Texas Mustang	$ 69.50
Skeleteer	44.50
Sink the Japs	54.50
Ten Spot	64.50
Bumper	69.50
Rhapsody	74.50
Four Diamonds	64.50
Bolaway	79.50
Submarine	69.50

● USED CONSOLES ●

Bally High Hand, F.P.	$175.50
Bally Club Deluxe, F.P.	149.50
Keeney Photo Electric, 5¢	89.50
Jennings Classic, 5¢, F.P.	89.50
Jennings Master Chief, 5¢, F.P.	99.50
Jennings Rebuilt, 5¢, F.P.	99.50
Jennings Big Game, 5¢, F.P.	99.50
Jennings Fan Time, 5¢, F.P.	99.50
Jennings Totalizer, 5¢, F.P.	99.50
Jumbo Parade, 5¢, F.P.	119.50

● USED SLOTS

Mills Blue Front, 10¢	$150.50
Mills Glitter Gold, 10¢	89.50
Mills QT, 5¢	69.50
Jennings Chief, 5¢	99.00
Jennings Silver Chief, 5¢	119.50
Watling Rolcoin, 5¢	89.50
Columbia, 10¢	69.50

NEW PACE DE LUXE CHROME BELLS

5¢	$290.00
10¢	310.00
25¢	330.00

NEW COLUMBIA DE LUXE CLUB BELL, $209.50

ALL ORDERS MUST BE ACCOMPANIED BY 1/3 DEPOSIT SEND FOR COMPLETE LIST!

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN STREET PHILADELPHIA 23, PA.

MAPOA BACKS TEEN CENTERS

Jukes Gratis For City Net

Assoc. works with Detroit recreation agency to keep down juvenile delinquency

DETROIT, Oct. 19. — Michigan Automatic Phonograph Owners' Association, co-operating with the Detroit Department of Parks and Recreation, is engaging in a broad campaign to tie in the automatic music industry with a drive to combat sources of juvenile delinquency.

Program will be built around a series of youth centers which are to be opened thruout the city. Instead of the scattered and occasionally haphazardly located teen centers, these canteens will be a part of a city-wide system which will function under municipal auspices.

Seven Already Open

Seven such centers have already been opened, two in the basements of churches which offered the use of their property and five in community centers. Formal control of the city department in charge of recreation assures the best type of operation for the centers.

MAPOA has pledged its membership to donate a juke box free for every such teen center opened in the city. Seven music machines have been installed in the centers already opened. Machines are adjusted to operate without fee so that youngsters in the centers can have music at any time without having to deposit money.

Mechanical servicing of the machines will be carried on without charge by members of the association. Selection and providing of disks will be cared for by the youngsters themselves. Teen-agers can bring in whatever records they wish and change them as often as they want without the necessity of calling in a serviceman.

Plan, which has been under development for some time under the leadership of Joseph Brilliant, president of the association, was unveiled at the monthly meeting of MAPOA which drew practically 100 per cent attendance.

Guest speaker at the operators' meeting was Gerald K. O'Brien, prosecuting attorney of Wayne County. O'Brien spoke briefly of legal problems which face the Detroit music machine industry.

Hope for 25 Centers

If the plan for teen canteens progresses according to schedule Detroit will have a minimum of 25 centers in operation within a month. Teen-ager idea is being developed quietly, with no publicity as yet in the local newspapers.

Centers are being designed to encourage teen-agers of the neighborhood to come in for an ice cream soda and a soft drink and listen to the juke box. Youngsters from 12 to 20 will be eligible to attend the centers. Each center will be supervisedly operated, with a departmental counselor or an adult leader from the neighborhood in charge of each spot.

This movement, Detroit music machine operators believe, marks the first unified action on the part of operators to help stimulate youth centers. Individual operators in various cities have in the past contributed machines to teen canteens, and their efforts have been marked with unique success.

Jukes in School

BATON ROUGE, La., Oct. 19.—Official approval for placing juke boxes in Louisiana public school auditoriums and gymnasiums was announced here by Francis Edwards, special assistant attorney general. Edwards said there no State statute or session prohibiting use of the music boxes.

McIlhenny Buys Hamel's Boston Distrib Set-Up

BOSTON, Oct. 19.—John A. McIlhenny announced that he has purchased Hamel Distributing Company here and has changed the firm name to McIlhenny Distributing Company, with headquarters at the same address.

McIlhenny thus succeeds Bill Hamel as distributor of Packard Manufacturing Company products in this area, returning to an association with Homer E. Capehart which began 17 years ago.

Except for two years, McIlhenny has been active in the coin machine business since 1929. During most of this time he has either operated, distributed or acted as music machine manufacturers' representative in the New England States. He was also district manager for one juke box manufacturer for a short term in Florida, Georgia, South Carolina and Alabama.

More recently McIlhenny has managed Redd Distributing Company here. He is acquainted with music operators thruout New England and in taking over new distributing activities, reports plans for building an organization which will service the trade thruout his territory.

Henderson, Westgate Launch ABC Music as Op Firm in Detroit

DETROIT, Oct. 19.—New music firm, ABC Music Company, has been organized in suburban Highland Park by Ed Henderson and Franklin Westgate. Headquarters are currently at 11 Moss Avenue, but firm is planning move to 1226 Webb Avenue.

Westgate, for a number bus operator, is new to the coin machine business. He will devote spare time to this new concern for a year, when he will retire from the bus service to devote full time to the enterprise.

Henderson was formerly associated as a serviceman with a Battle Creek operating firm. He will function as active service manager at headquarters. Firm plans to begin operations with a small route of juke boxes in new locations.

Juke Dance for Teen-Agers Started in Harrisburg

HARRISBURG, Pa., Oct. 19.—Juke box dance for teen-agers only has been started here in the smaller of two halls of the Madrid Ballroom, it was learned this week.

Dance will be held on a Saturday night. Admission is 25 cents and the teens can dance to the records until 11:45.

One Wurlitzer Distrib Serves All of Canada

VANCOUVER, B. C., Oct. 19.—Smith Distributing Company here has suspended its activities as distributor in Western Canada for Wurlitzer due to the continuing ill health of Hugh Smith, owner and general manager. Smith organization will be replaced by Siegel Distributing Company, Ltd., of Toronto. Siegel, which formerly handled the manufacturer's distributorship for Eastern Canada only, will now assume distributorship for all of Canada.

First official notification of this change came in a letter sent to Western Canada operators by David O. Lee, export manager of the North Tonawanda division. Lee's letter paid tribute to the excellent job done by Smith and expressed regret that illness had made it necessary for him to curtail his business activities.

In his announcement of the Siegel appointment Lee characterized that organization as "intimately familiar with Canada's commercial phonograph activities and problems." Owned by Al Siegel, Siegel Distributing Company is perhaps best known for its active part in the introduction of remote-control equipment to Canada. Siegel is recognized as an authority on the installation and servicing of all types of commercial music equipment.

Siegel will retain its present headquarters in Toronto, but will take over the Smith offices in Vancouver and will set up a branch there. John Hamilton, with the firm for seven years and recently manager of Toronto headquarters, is slated to manage the Vancouver branch.

Canucks Report Good Juke Play

VANCOUVER, B. C., Oct. 19.—Juke box ops in this territory have enjoyed a summer season of exceptional business, with a large share of profits due to the phenomenal influx of money-spending tourists.

R. H. Baker, manager of the Vancouver Tourist Association, verified the fact at a recent meeting of that body, when he stated: "Vancouver will have entertained a million tourists by the end of this year—300,000 more than last year and twice as many as during any of the past 12 years."

All time record estimate was based on totals for the first nine months of the year plus traffic for the remaining three months, calculated on the same basis as in 1945. A graph he prepared indicated that 880,000 of the million tourists expected by the end of the year will enter by the Pacific Highway. Highest recorded total was 616,000 in 1941, the chart showed.

Pre-war peak was 500,000 to 1939, and wartime low was 350,000 in 1943. Baker pointed out that the influx of tourists from 1944 to 1946 continues to rise from 1934 broken only by the war.

During 1946, distributors for juke boxes in this territory jumped from one to four, with another coming up. Line-ups handled by distributors here include Wurlitzer, Ateon, AMI, Seeburg and the RCA music machine to be distributed by the RCA branch.

Seeburg Schools in Third N. Y. Cycle

NEW YORK ,Oct. 19.—Third cycle in the Seeburg service schools being conducted by Atlantic New York Corporation in its 10th Avenue headquarters is now under way, according to Harry Rosen, Burt Lane, and Myer Parkoff, firm partners.

Charles Smith, factory representative, and Harry Wox, Edward Portnol, Harvey Bakerman and Leon Garber, all Atlantic sales engineers, conduct the sessions. Project was started by the firm in January.

Service schools are also held in Newark, N. J., and Hartford, Conn., by Atlantic New Jersey Corporation and Atlantic Connecticut Corporation.

Fitzgibbon To Start Delivery Of New Machs.

NEW YORK, Oct. 19.—New music boxes and commercial music system of Musical Minutes, Inc., are readied for delivery 4 Jour this week, the firm's president, announced.

Fitzgibbon said that the music equipment has been undergoing location tests during the past nine months, and that production begun recently is expected to develop in volume within a short time.

Measuring eight inches across, six inches deep and four inches deep, the music boxes will accept either nickels or dimes. Featured is a new coin accumulator, which takes any combination of nickels and dimes up to a total of a dollar to provide 20 plays or 120 minutes of continuous playing time. Front castings are removable from backboard for convenient servicing.

According to Fitzgibbon, operators will be able to operate the music boxes from the same studio with commercial music under the present arrangement of units.

Pioneer in the coin machine business, Fitzgibbon has 30 years to his credit as operator, jobber, distributor and manufacturer. Prior to the war he held the position of regional sales director for Bally Manufacturing Company. In 1945 he partnered with Al Schlesinger to produce a new game for which he still is manufacturer and distributor.

Fitzgibbon said he considered the new music equipment one of the most important coin machine projects of the year, stressed the work of engineering staff which was responsible for its design.

Halifax Music Firm Launches Disk Plan

HALIFAX, N. S., Oct. 19.—An attention-getting advertising campaign, sponsored by the Coney Island Amusement Company, will begin here Nov. 4. Campaign will stress weekly record changing.

Company, coin machine distributor and dealer, points out in its ad program that 24-hour service is being supplied, with prompt repairs guaranteed. Firm, in building up patronage for juke boxes, is using space in dailies in Nova Scotia province, particularly in twin dailies published in Halifax.

NO MAN EVER WENT BROKE....

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PERSONAL MUSIC
pays off *BIG*

Mechanical failures are costly. No music—no money. In the Personal Music system an automatic standby studio amplifier assures continuous music; when one blinks out, the other instantly takes over. Personal Music boxes are simply built. That means fewer service calls. When you buy a new music system, be sure you get the finest—free from operating kinks, easier to service, dependable in action. You know you've got the best that's made when you invest in a Personal Music system.

ONE OF THE INTEGRAL UNITS OF THE P. M. SYSTEM

Precision Built for Long, Trouble-Free Performance

Studio Timing Control Unit—an almost human supervisor of record-changer operation. Allots the correct interval of time to each record changer. Instantly signals with red lights in the event of mechanical failure or grooved record, and automatically cuts in and confines operation to the other mechanism, thus assuring continuous music for the system.

Personal Music is the biggest money maker you've ever seen. With Personal Music, your route will net more than you ever thought possible. Every Personal Music box is a separate music sales unit. It can be heard only at the table or counter where it is installed. Each customer drops a nickel for each six minutes of music he hears. Your volume is increased to route size at each location.

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Those 4 Days In New York; The Reaction

Indies Worried, Worked

(Continued from page 20)

at future waxing dates they would cut down on the number of sessions they do. National, Standard and Keynote sources asserted that unless they turned out fewer masters the nut would be too great for them to crack. Some indies, such as Musicraft and Majestic, didn't expect to cut down on their present recording schedule.

Near Apoplexy

In the earlier part of the week, indies were almost on the verge of apoplexy resulting from the initial Petrillo 500 per cent increase proposal. They began frantically recording before the old contract deadline tomorrow midnight. Typical crisis scene took place at Musicraft, where on Wednesday (16) at 5:30 p.m., Sales Manager Lee Savin was pressed into service as a recording supervisor and was choosing songs for a 6:00 p.m. WOR studio date in a 6 x 9 room containing a baby grand, two artists, a couple of publishers' contact men, Savin, and a piano player. Total score for three days of heetic Musicraft waxing, according to company spokesmen, was 51 sides, with only eight of them being cut outside of New York City.

Apollo said they had cut 50 masters from the inception of the crisis on Tuesday. National waxed Charlie Ventura at 4:00 a.m. on Wednesday after the ork had completed its nightly stint at the Spotlight. Majestic cut nine sessions in three days. Other firms weren't recording quite as heavily since they felt that they had sufficient backlog material to outlast any protracted strike that might have resulted if Petrillo had remained adamant about his initial offer or any figure near it. In this latter category were Joe Davis Records, Standard, Keynote and Signature. All the major diskers here maintained that they had not accelerated their disking sessions at all tho suspicious number of major attractions in town seemed to be spending a lot of time in studios.

EFFECT ON DISKS

(Continued from page 21)

be cut. More small units (three, four and five pieces) may be used. Less records may be released with greater production on fewer disks. As a result, when present pacts expire, bands who aren't selling on wax will be dropped. The diskers figure to be much less inclined to gamble on new properties, except insofar as it will be necessary to develop a certain amount of new names to replace fading stars. These and many other possibilities were being mulled by major and indie platteries. How many of them will actually happen only time will tell.

THE *VOICE-O-GRAPH
IS DESTINED TO BECOME
YOUR NUMBER ONE
PROFIT PRODUCER

Think of the thrill people get from making their own instantaneous Voice Recordings! Universal Appeal . . . Showmanship . . . Foolproof Operation . . . Human Interest—the VOICE-O-GRAPH has all four . . . and MORE! The psychological impulse to record the Human Voice explains the remarkable earning records of operators.

The VOICE-O-GRAPH occupies only 1 Sq. Yd. of Floor Space and yet 2 people can record song or conversation. It is fully automatic—Coin Operated with special Mailing Envelopes vended for an additional Coin. Repeat customers and transients make recordings of their own voices and mail them to friends or take them home to enjoy hearing over and over again, on their own phonographs. The VOICE-O-GRAPH Booth is soundproof, and beautifully designed. No attendant necessary.

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See the VOICE-O-GRAPH on display at all Mutoscope Distributors. For further proof of the remarkable earnings now being reported mail this coupon immediately! Deliveries now being made...in order received.

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Those 4 Days In Hollywood; The Reaction

Plenty Coast Cutting

(Continued from page 20)

week in frantic effort to build a backlog of masters in anticipation of a general strike. When word of settlement was flashed, several platteries were in the midst of continuous recording sessions, with other sessions skedded far into the night.

Hike in scale of 37½ per cent was taken in good form by most of the town's important platteries. Fact that price agreed on was so vastly less than what had been rumored previously, found waxeries saying, "It ain't so bad after all." Most jubilant, of course, were the town's musicians.

Majors Piled 'Em Up

General survey of Hollywood recorders, taken several hours before settlement was announced, found most of the indie labels bewildered and unable to take a definite stand. Surprise, at first coup, aided somewhat to the general trade, found little "stocking up" sessions going on among indies. At the majors, however, the story was different, with Columbia, Victor and Capitol recording every artist within shouting distance of Hollywood.

At Capitol, for instance, all-night sessions have been going on since last Monday, and were skedded for the rest of this week before settlement canceled out further sessions. Capitol artist Margaret Whiting, it was learned, cut six sides in one evening. Other Capitol artists, such as Johnny Mercer, Jesse Price, Slickum Henderson and Andy Russell, also spent off hours in the recording studios.

At Columbia, every available artist waxed extras, including Dinah Shore, Frank Sinatra, Kay Kyser, Harry James, Benny Goodman, Woody Herman and Xavier Cugat.

Victor Records not only went ahead with pre label waxings, but squeezed in sessions with Heifetz and Iturbi for their Red Seal label. Only at Decca did there seem to be little or no unscheduled waxings going on. Decca's Leonard Joy told *The Billboard* that the platter had waxed only one session all week—that one a pre-skedded date with the Delta Rhythm Boys.

Indies Hopeful

The smaller indie picture was generally hopeful, except in instances where small outfits had inked large bands to contracts. Jewel Records, for instance, has a deal with the Boyd Raeburn ork, and Enterprise Records has Benny Krueger and Jimmy James orks. In such instances, indie owners feel the added cost will be absorbed in the slicing of artists' royalties. Not one indie approached by *The Billboard* figured on hikes in platter selling price.

Other indies, such as Aladdin, Cadet, Mastertone and Bel-Tone, didn't fear new pay scales, since outfits record small combos and added cost won't be too heavy. Black and White and Majestic, however, joined the recording band-wagon, and went at it hammer and tongs for several days.

Indies were generally caught short Insofar as a backlog of masters was concerned, pointing out that unlike majors, they haven't been in biz long enough to draw upon a vast library of old standards in case of a prolonged strike. Should the strike have been called, therefore, indies admitted that they might not have been able to hold out for long.

The Negotiations—Day-by-Day, Play-By-Play Review

(Continued from page 20)

come back with a 25 per cent offer, and placed the proposition that this is plenty! Petrillo and his board say no dice and the meeting adjourns.

October 17—Looking slightly grimmer, if anything, the record reps come back into the meeting with a 30 per cent offer. Again they present a convincing, earnest picture of rising costs of record manufacture, impossibility of raising disk prices, etc. It becomes apparent that the steady, logical flow of argument is having an effect. The AFM men listen, counter and make a proposal that the increase be 50 per cent. Now the diskers ask for another breather, get into another huddle and come back with a 37½ per cent offer. After another 30-odd minutes of battling for the 50 per cent, Petrillo and the board call for time out. It's a short one. They come back and say they will accept the 37½ per cent. Overtime, restrictions on number of sides per session, and other points are discussed all thru the negotiations, but the increase is the big factor. It's decided to apply it across the board and leave all other conditions the same. The negotiators shake hands all around.

BIG ASK, FAST DEAL

(Continued from page 20)

members felt almost certain that they were headed for a repetition (with trimmings) of the 27-month disk ban which began in August, 1942. Only the negotiating members of the industry (James Murray, RCA-Victor; Edward Wallerstein, Columbia; Milton Rackmil, Decca; James Conkling, Capitol; Peter Hilton, Musicraft; Ben Selvin, Majestic; Frank Walker, MGM Records, and Gerry Ross, Signature) could actually see, after the first two days of negotiations were completed that there was real hope of averting a musicians' strike against the record companies. Petrillo and the entire AFM exec board handled the union's end of the negotiations. Attorneys (both industry and union) were conspicuous by their absence. Full details of the negotiations leading to the settlement, as well as stories covering more than a dozen phases of the new contract and its effects on the industry are treated separately in these pages.

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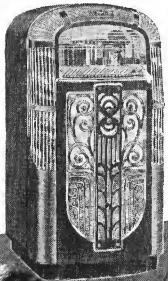

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AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

"Hoots" Hit Chi

People's Songs, Inc., announced the formation of a Midwest division at 203 North Wabash, Chicago. A charter has been granted and the following officers elected: Rae Fierlage, executive secretary; Jerry Ziegler, chairman; Margaret Goss, recording secretary; Ruth Kaplan, treasurer; Joe Arstein, librarian, and Charles Griffin, publicity.

A big Hootenanny is planned for Chi's West Side some time in November.

Dock Reese, a Texas folksong artist who was recently released from a penal farm in Texas, was the featured artist on the last "Hoot." He gave a descriptive account of the life and background of prison life.

Irving Siegel, folk songwriter and entertainer, has just had his melody, *Rhythm Waltz*, published for piano solo and piano duet.

Billed as "Saddle Rockin' Rythm," Sherry and Sam Thompson and Sally Dixon, "Shorty, Sue & Sally," are doing three quarter-hour programs weekly over KLZ, Denver. Vick Chemical is sponsoring the shows.

Midget Music, Inc., will soon release Ralph Stockton's *Violets For Christmas*, Herbert E. Brown's *My Sweetie's Got Rhythm;* Burley Blount's *Feeling Like a Million* and Vernon L. Barclay's *Texas by the Sea*.

Also slated for an early release are *Get the Most Out of Life, Breezing Along, Moonlight on the Old Ohio* and *I'm Gonna See My Honey, Tonight*. Last four numbers are by James B. Faris, writer and collaborator of such hits as *Pistol-Packing Mama, I'm Losing My Mind Over You, Rosalita, It's Up to You* and *Guitar Polka*.

New Novelty

A new novelty number, *Furnish Up the Cowshed, Ma (I'm Bringing Home a Bride)*, written by Lee Turner, Lew Bauman and Gene Gays, has been published by Country Music Publishing Company, Chicago.

Why Did You Cry When You Said Goodbye?, words by Bob Levell and Ted Matheson, music by George Calder, and *Won't You Tie Me to Your Heart Strings, Little Darlin'*, by Bob Levell and Ted Matheson, are both scheduled for an early release by Chart Music Company and are being introduced by Freeman Denny and His Kentucky Ridge Runners over WKUH, Richmond, Ind.

Bobby Gregory and His Cactus Cowboys recently recorded their 127th radio transcription. These records are used on over 200 stations from Coast to Coast. The boys are also scheduled to make four sides for Checkered Records, a new label.

The Yodeling "Miccolis Sisters," of KMOX, St. Louis, who are featured on *Ozark Varieties*, have a new 15-minute program at 5:15 p.m., Monday thru Friday. Their latest song, written with Chaw Mank, is *Just a Little Spanish Prayer*.

Billy Caswell, the singing and yodeling cow-boy, Station CICH, Halifax, N. S., is singing Pearl Clark-Grace Valentine songs. Those getting most requests are *Shanee Old Pal, Blunet Yodlin' Cowboy, There's a Rainbow Shining Somewhere*. All will be in the new Billy Caswell Folio. Billy has a regular vaudeville show besides his radio time.

Hank Keene, well known to most folk artists as a writer-publisher, star of the recent Velvet Tobacco Coast-to-Coast program and one of the first to put a hillbilly show successfully under canvas, has recently completed a new series of radio transcriptions at Columbia in New York. In this series, which forms part of the new SESAC Transcribed Library Service, Hank has recorded more than 96 of his own tunes as well as many other SESAC numbers. These transcriptions are now played regularly on approximately 200 stations. Keene's two newest songs are *You'll Be Sorry* and *Cried the Fair Young Maid*.

Heads South

James E. Myers, president of Cowboy Records Company, Philadelphia, is heading below the Mason-Dixon line to look over the field for his wax-work. Jack Howard, one of the partners in the Cowboy disk firm, has been on the road for the past two weeks winning friends and influencing people in favor of his record label.

The label has recorded more entertainers appearing on the WFIL-ABC Hayloft Hoedown than any other network. Waxings were made by the Sleepy Hollow Ranch, Santa Fe Rangers, Murray Sisters, Elmer Newman, Pancake Pete Newman, Monti Rock, Shorty Lang, Jack Day, Pee Wee Miller and Rusty Keefer.

KLEER-TONE
Speaker Unit
MODEL 125-A (Piano Motif)

Here's a new speaker unit, a piano motif model fashioned of wood and plastic with built-in illumination. You will be delighted with the even distribution of music this speaker provides. There are no blank notes, no faint notes, only music "just right". Connect to any phonograph by an ordinary two-wire lead. Standard equipment includes volume control, light switch, plastic light-up, extension cord and plug, hangers, etc. Equipped with large heavy-duty 12 inch permanent magnet speaker. Model 125-A is 19" wide, 21" high, 10" deep.

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HEAVY DUTY REPLACEMENT
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VOLUME CONTROL KEYS
Pkg. of 24 ..... $1.00
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PICK-UP COILS For Seeburg except 8800, 8800. Each $1.50.

PICKUP REPACK RUBBER
Pkg., 20 Ga. Inches $1.00

PLASTIC (60 Gauge)
20x50 Inch Sheet, Cut to Size, $10.00
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1 A.M.I. Automatic Hostess 10-Unit Telephone Music System. Complete with record racks and 2,500 records. This outfit is in excellent condition. Some of the cabinets have been refinished. Also one Jennings 15 Turntable Music System. This system can be put in operation very easily. Have all necessary parts. Reason for selling, not enough telephone cable parts available here for volume operation. This equipment will bear inspection. Make offer.

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POPULAR—HILLBILLY—RACE
We Will Ship the Record Type You Specify.
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ESTABLISHED
15 PHONOGRAPHS—22 PIN GAMES.
ALSO RECORDS and PARTS.
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WATCH THE CUSTOMERS IN ANY SOLOTONE LOCATION

All we ask is that you watch a buyer at any Solotone box. For his first 5c he gets six minutes of true, clean high fidelity music. Keep on watching him. When the first play is up—in goes another nickel or a dime. He's SATISFIED and that's why Solotone takes in more profit.

With three years' experience in individual music business, Solotone knows what pays off. That's why Solotone, exclusively, has a big 6-inch high fidelity speaker . . . that's why Solotone has dual coin slots . . . and that's why Solotone can make more money for you. Better wire us today for the full story.

SOLOTONE CORPORATION

2313 W. PICO BLVD. LOS ANGELES, CALIF.

Solotone boxes are installed in booths and along the counter, all of them wired into a central music source. For each 5c any one of the boxes will play 6 numbers of low volume music which can only be heard in the immediate vicinity of that PARTICULAR box. Any number of boxes can be playing at once but each one requires a 5c or 10c deposit.

MUSICALE

One girl, one turntable, one record serves hundreds of locations and thousands of Musicale units.

telotone corp.
Telephone Engineering
ESTERBROOK 4231
500 N. PARKSIDE CHICAGO, ILL.

Cincy Phono Assoc. Directors Confab

CINCINNATI, Oct. 19.—Board of directors regular meeting of the Automatic Phonograph Owners' Association here was held this week in the association offices, according to Sam Chenter, president, who handled the meeting.

Present at the meeting were Charles Koster, secretary and treasurer; John Weisenberger, vice-president; Dave Tavel, Ray Bigner, Sam Butler, Al Lieberman, Nate Barfield, Jerry Levy, Les Pegg, John Nicholas, William Fitzpatrick, Sam Cerros, Max Moeckel, Edward Wenninger, Louis Schoenlaub, Morris Kleinman and Al Chasson.

Aireon Plans Added Common Stock Issue

PHILADELPHIA, Oct. 19.—Aireon Manufacturing Corporation has filed a statement with the securities and exchange commission to register 54,166 2/3 additional shares of common stock with a par value of 50 cents.

Out of this total, firm has reserved 37,500 for issuance upon exercise of conversion rights of notes held by directors, officers and others. Another block of 16,666 2/3 has been reserved for issuance upon exercise of an option held by Railway Radiotelephone & Signals, Inc., which is the exclusive distributor for the firm's railway radiotelephone equipment.

Both notes and option were issued in connection with financing arrangements undertaken by the company.

OPA Frees Metallic Cloth; Jukemen Glad

NEW YORK, Oct. 19.—Decontrol of metallic cloth by OPA this week was seen by local juke reconditioners as an opportunity to again use it for music machines.

End of control applies to all types of metallic yarn, which contains at least 25 per cent of that material, according to the OPA.

NO JUMBLE, SAY WAXERS

(Continued from page 21)

of their 50 centers. Since that time Victor and Capitol have found it necessary to go to 60 cents, while Decca has been quietly decimating its 50-cent label by transferring talent to the 75-cent series. Columbia, of the Big Four, is the only outfit which still has a 50-center. Costs (materials and manpower) may easily continue to climb in the disk business as in other industries and if they do there is a possibility that the diskers will find it necessary to jump the 60-cent platters to 75 cents. With disk sales off at the present time, however, most observers agree that the record men will hold the price line just as long as it's economically possible.

WHAT ABOUT UERW?

(Continued from page 21)

contracts. Union most consistently referred to is the United Electrical and Radio Workers (CIO) to which most of the platter plant workers belong.

UERW, the crepe-hangers point out, didn't get percentage increases approximating the 37½ per cent figure granted the musicians. RCA-Victor, for instance, just recently granted the UERW members in their Camden plant a jump of 5½ cents per hour, which is much nearer 20 per cent than 37½ per cent. Less pessimistic members of the platteries claim, however, that the plant people have received several increases in the same period during which the musicians have gotten only the one hike.

Most of the present disk company-UERW pacts were signed in recent months and run for a one-year period, but practically all of them have clauses permitting reopening for wages before the expiration date of the contracts.

CAIN IN NEW YORK

(Continued from page 21)

Music trade observers, however, felt there was better than an even chance that representative of the songwriters would manage to get with him for a session too. There were no further developments on the SPA's flirtation with Local 802 toppers reconverting the shebby org into a union. The music publishers in the meantime claim to be tied up at the moment with International conference of performing rights (and other copyright societies) which takes place in Washington beginning October 21.

NEW HAWKEYE
MODEL "G" DELUXE

Modern Vendor with Slug Ejection. Contact your nearest distributor or us direct.
HAWKEYE NOVELTY CO.
1754 East Grand Des Moines, Iowa

JUKE BOX

WE BUY
USED
PHONO RECORDS
MERVIS TRUCKING COMPANY
7026 LEXINGTON AVENUE
CLEVELAND 3, OHIO

SALESMEN
DISTRIBUTORS
Can place several Route Salesmen. Must be first class experienced men, with stamp machine or similar experience. This is a 10 cent vender with unusual appeal. Excellent earnings, best deal in the country today. State all, first letter.
BOX D-309
THE BILLBOARD CINCINNATI 1, O.

MAKE US AN OFFER
Brilliant's Housecleaning
RECONDITIONED PHONOGRAPHS

11 Wurlitzer 600R
6 Wurlitzer 600K
2 Wurlitzer Victory Model 600
5 Wurlitzer 500
1 Wurlitzer 780M
1 Wurlitzer 780E
2 Wurlitzer 750
1 Wurlitzer 850
2 Wurlitzer 950

2 Wurlitzer 61 (Counter Model)
1 Rock-Ola '39 Super
1 Rock-Ola Standard
1 Seeburg Rex (30-Wire Adaptor)
2 Seeburg 8800
2 Seeburg 9800
3 Seeburg 8800 RC

1/3 DEPOSIT, BALANCE C. O. D.
BRILLIANT MUSIC CO.
Rock-Ola Distributors for Eastern Michigan
4606 CASS AVE. Temple 1-7455 DETROIT 1, MICH.

PACKARD
PLA-MOR
HAS THE PLAY APPEAL

TEXAS MUSIC ROUTE FOR SALE
45 Phonographs, 50 Wall Boxes, 10 Pin Games, Records, Parts, etc. 6 1946 Phonographs. New Pick-Up Truck. Wurlitzer Franchised Operation. Established 15 years, no close competition. Located Central East Texas. Price $26,500.
BOX D-348, Care The Billboard, Cincinnati 1, Ohio

25 Rock-Ola Phonographs
FOR SALE
Masters
DeLuxes
Standards
$225.00 Each
FROST MUSIC CO.
1415 Birchard Ave.
Fremont, Ohio

MUSICALE

Like all Telotone equipment, this location amplifier is built to highly exacting telephone standards by a telephone equipment company.

ESTERBROOK 4231
telotone corp.
Telephone Engineering
500 N. PARKSIDE CHICAGO, ILL.

WE PAY 6c EACH
any amount for Used Records. Ship C. O. D., we pay the freight. Pack in small record boxes and then 4 or 5 of these in large box. Not more than 20% Hillbilly. Must have paper jackets on records. Ship by truck, third class.
SCHWARTZ MUSIC CO.
2117 So. Loomis St., CHICAGO, ILL.
Tel. Monroe 3064

ADVANCE RECORD RELEASES

(Continued from page 34)

SOONER OR LATER ..... Les Brown (Doris Day) (YEARS AND)..... Columbia 37153
STORIES FOR CHILDREN ALBUM... The Great Gildersleeve ..... Capitol CD-33
Hansel and Gretel
The Brave Little Tailor
SWEET MEMORY ..... Luis Russell Ork (DON'T TAKE)..... Apollo 1020
SWEETHEART OF SIGMA CHI..... Phil Brito (Sonny Burke Ork) (EITHER IT'S)..... Musicraft 15093
TEMPO'S BIRTHDAY ..... Lionel Hampton (THE PENCIL)..... Decca 24096
THAT AIN'T RIGHT ..... Slim Gaillard Trio (Wini Beatty) (SANTA MONICA)..... Majestic 5004
THE BEST MAN ..... Sunny Skylar (ON THE)..... Mercury 5004
THE FIRST THING I DO EVERY MORNING ..... Hoosier Hot Shots (Gil Taylor) (WHEN JOHNNY)..... Decca 46020
THE PENCIL BROKE (And That's All She Wrote) ..... Lionel Hampton (Lionel Hampton-Gerald Wilson Ork) (TEMPO'S BIRTHDAY)..... Decca 23096
THE WOLF IS ON THE LOOSE ..... Piccadilly Pipers-Bonnie Davis (YOU TAUGHT)..... Tune Disk 100
THERE IS NO BREEZE (To Cool the Flame of Love) ..... Alvino Rey (Yucca Yucca Group) (GUITAR BOOGIE)..... Capitol 315
THERE IS NO BREEZE (To Cool the Flame of Love) ..... Griff Williams Ork (Bob Kirk) (BLESS YOU)..... Sonora 3022
THIS TIME ..... Jo Stafford (Paul Weston Ork) (PROMISE)..... Capitol 317
TU FELICIDAD ..... Pedro Infante-Juan S. Garrido Ork. (MI TRAGEDIA)..... Peerless 2355
VALE MAS ..... Martin Y Malena (AL PATRIOTICO)..... Peerless 2154
WAGNER: DIE MEISTERSINGER-TWO MONOLOGUES ALBUM..... Herbert Janssen (Metropolitan Opera Ork-Paul Breisach, Dir.)....Columbia MX-269
Pledermonolog (Act II, Scene 2)
Wahnmonolog (Act III, Scene 1)
WEARY WITH WORRY ..... Dave Denney (CHEATIN' ON)..... Musicraft 422
WHEN A WOMAN LOVES A MAN.. Julia Lee and Her Boy Friends (Julia Lee) (LULLA'S BLUES)..... Capitol 320
WHEN JOHNNY BRINGS LELEHANI HOME ..... Hoosier Hot Shots (The Flea)...Decca 46020
WHEN THE ORGAN PLAYED AT TWILIGHT ..... Guy Lombardo (Mert Gurtis) (DRIFTING AND)..... Decca 18021
WHEN YOU MAKE LOVE TO ME ..... Bob Chester Ork (Lou Gardner) (YEARS AND)..... Sonora 3020
WHEN YOU MAKE LOVE TO ME (Don't Make Believe) ..... Bing Crosby (Victor Young Ork) (IT COULD)..... Decca 23686
WHITE CHRISTMAS ..... Frank Sinatra (Axel Stordahl Ork-Choir) (JINGLE BELLS)..... Columbia 37152
WHITE CHRISTMAS ..... Jo Stafford (Lynn Murray Singers-Paul Weston Ork) (SILENT NIGHT)..... Capitol 319
WINTER WONDERLAND ..... Johnny Mercer-The Pied Pipers (Paul Weston Ork) (A GAL)..... Capitol 316
WRAP UP YOUR TROUBLES IN DREAMS ..... Don Ryan (HUMORESQUE..... Arista 5006
YARD DOG ..... Roy Eldridge Ork (ROCKIN' CHAIR)..... Decca 23697
YEARS AND YEARS AGO ..... Les Brown (Jack Haskell) (SOONER OR)..... Columbia 37153
YEARS AND YEARS AGO ..... Bob Chester Ork (Lou Gardner) (WHEN YOU)..... Sonora 3020
YOU GO TO MY HEAD ..... Coleman Hawkins Ork (I MEAN)..... Sonora 3027
YOU TAUGHT ME HOW TO CRY... Piccadilly Pipers-Bonnie Davis (THE WOLF)..... Tune Disk 100

New Jersey Owners Seek Tavern Limit

ATLANTIC CITY, Oct. 19.—More than 1,000 New Jersey tavern owners met here recently for the annual New Jersey Tavern Association convention and voted to recommend an act, to be submitted to the State Senate and House, to limit the number of liquor licenses in the State.

Act would limit the number of taverns to one for each 1,000 population and package stores to one for each 3,000 persons.

Similar measure was declared void by New Jersey's Supreme Court earlier.

Manhattan Phono To Have Service School

NEW YORK, Oct. 19.—Leo Knebel, general manager of Manhattan Phonograph, Inc., announced plans for a service school to be conducted in the near future for juke box operators.

Knebel said that a factory representative from Aireon Manufacturing Company will be here to conduct sessions in co-operation with service experts of the firm.

MUSICALE

Control equipment is like that used in finest broadcasting studios. This amplifier and control cabinet is compact, accessible, foolproof.

ESTERBROOK 4-231
telotone corp.
Telephone Engineering
500 N. PARKSIDE CHICAGO, ILL.

Are You Looking for a Good Investment?

MUSIC ROUTE FOR SALE
IN MIDDLE WEST

275 PHONOGRAPHS 1,000 WALL BOXES

Weekly take averages better than $10.00 per unit. $75,000 down required. For further information write The Billboard.

BOX D-339, Billboard, Cincinnati 1, Ohio

COMPLETE 20-STATION
"Automatic Hostess"
OPERATION
Library of 5,000 Records.
Operated successfully for 7 years in city of 400,000. NO competition and unlimited possibilities for expansion.
1 must sell due to illness
Price $20,000.00.
Write for complete details.
BOX 2D-346, Care The Billboard, Cincinnati 1, Ohio

20 Counties Now Open for Taverns in Alabama; Jukes OK

MONTGOMERY, Ala., Oct. 19.—With juke boxes again operating in Alabama taverns, coinmen here were encouraged over results of recent referendums in which three counties voted wet.

Twenty counties, having more than half of the State's population, are now open to taverns, according to William I. Truby, State director of the Alabama Committee of U. S. Brewers' Foundation.

Alabama has a State liquor monopoly, but beer is legal in taverns in counties where local option permits them. These locations were opened to juke boxes this year, when a law prohibiting their operation in taverns was revoked.

The Billboard 1946-'47
ENCYCLOPEDIA OF MUSIC
. . now in preparation

2 Volumes
10 Sections
50 Special Articles
72 Reference Lists
750 Pictures
1000 Pages

The Billboard
25 Opera Place
Cincinnati 1, Ohio

Please send ENCYCLOPEDIA OF MUSIC for which I inclose $5.00.

Name .....
Address .....
City ..... Zone ..... State .....

WANT TO BUY
From 1 to 40 Model 320 Wurlitzer Wallboxes. If in good condition, will pay $16.50 each.
K. T. ENTERPRISES
BOX 934 PORTSMOUTH, OHIO

PHONOGRAPH ROUTE FOR SALE
175 Wurlitzer and Seeburg 90% Late Model Equipment. 50 New 1946 Models, 300 Wall Boxes. Operator's share will run over $10,000.00 annually. Price $125,000. 40% down. Located in a city in a Midwestern State.
BOX D-351, THE BILLBOARD, CINCINNATI 1, O.

MUSIC OPERATION FOR SALE IN WASHINGTON, D. C.
100% Wurlitzer Machines and Wallboxes operation, consisting of 140 Machines in A-1 condition, 120 on location with about 50 Remotes. 25% of operation 1946 Model 1015, balance Models 700, 750, 800, 850 and a few Model 600. Office and equipment, workshop, records and parts for all models of Wurlitzer Machines. Three Chevrolet Coupes, two new 1946 and one 1941; also one 1941 half-ton Pickup. Owner must sell due to illness. Reasonably priced.
BOX D-352, THE BILLBOARD, CINCINNATI 1, O.

WANTED
USED SOLO-TONE PERSONAL MUSIC, MUSICAL AND AMI TELEPHONE SYSTEMS
State Condition, Amount of Equipment and Price Asked.
BOX D-322, The Billboard, Cincinnati 1, O.

COIN-MEN YOU KNOW

New York:

Jack Semel, music op, just back from several weeks vacation in California, reports that he ran into Jerry Karpman, former New York op, who is in the vending end of the biz out there. . . . Albert S. Denver, AMOA prexy, has been on the receiving end of congrats from members since the association's largest banquet two weeks ago. . . . John W. Hilton, handling research for Amity Manufacturing Corporation, is due back from a distributor gathering trip Tuesday.

Harry Berger, West Side Distributing Corporation, will spend Tuesday in Boston on biz. . . . Maurice Schack, Mills-Mot Corporation, arrived back in town this week-end from Canada. . . . Paul Bitter, 7-month-old son of Max Bitter, West Side, is now on the steady road of recovery from pneumonia. . . . Nat Cohn, Modern Music, leaves late this week on another trip to Detroit for a Voque confab.

Al Goldberg, music op, is the proud father of a daughter, born last Monday. . . . Earl Wilkes, Modern Music, is busy appointing salesmen for Vogue Records. . . . Two of the old-timers in coin machines, Budd Lieberman, Chicago op, and Charlie Lichtman, New York Distributing, talked over old times last week on the occasion of Lieberman's visit here. . . . Leo Knebel, Manhattan Phonograph Company, is planning for Aireon service school. . . . Charles Bloom, Manufacturers Agent Sales Company, reports interest in coin-operated lotion and soap dispensers is high.

Jack Fitzgibbon, Musical Minutes, Inc., has his coming out party this week for his new telephone music box and the John-Lee commercial music system. . . . Barney Bertsen, AOAA secretary, is recovering at home this week from a minor operation. . . . AOAA annual night club outing is also "about" the second week in December, according to Louis Fox, vice-president. . . . Tom Byrne, New Jersey State Association, reports that organization is fighting for a bill limiting the number of taverns in the State.

Al Stein, Eric Martin, Irving Popotsky, Frank Facier and Hal Pickman are the new Modern Music salesmen operating out of New York. . . . *(See NEW YORK on page 116)*

Philadelphia:

Vice-Chairman of business district's group of city's Community Chest drive is Frank F. Engel, Automatic Equipment Company. . . . Asa S. Mellor returned from American Legion convention in California. . . . Marvin Medway was appointed advertising manager of Automatic Equipment Company.

Clyde G. Fort and Charles L. Smith, J. P. Seeburg Corporation, visited here this week. . . . I. H. Rothstein, Banner Specialty Company, plans new showings of Packard Equipment in Pennsylvania. . . . Earl Montgomery, Automatic, joined a 10-week radio course requiring only one-hour-a-week attendance. . . . Leonard Bell and Myer Lowen, National Games, Inc., plan to leave early in November for a pre-season rest in Miami. . .

Kenneth Stewart, postage stamp machine operator, awarded Bronze Star recently for action during the "bulge". . . . Many ops expected to attend Atlantic City conventions starting October 31 with plans for ice cream and milk operations.

Detroit:

Gilbert A. Campbell, heading up the new Detroit firm of Secamuco, Inc., located on Mayfair Avenue, is planning to ship juke boxes and vending machines of various types to the Orient, particularly to Shanghai, where there is said to be a considerable demand for American music machines.

Frank Healey, of Automatic Products Company, is in Florida for a few weeks. . . . William L. Monkhouse, *(See DETROIT on page 118)*

Indianapolis:

"Tex" Holley, operator of the Vending Machine Exchange here, flew to Birmingham to visit his mother, who will return with him to spend a brief vacation in this city. . . . Geraldine Taylor, accountant at the Southern Automatic Music Company, had the pleasure of entertaining Col. H. J. Smith, who is stationed in the Aleutian Islands. Colonel flew his own plane to Indianapolis and back.

Erving Eystes, of the Eystes Music Company, Terre Haute, was a purchaser of equipment during the week. . . . Automatic Music Operators' Association of Indiana held its regular monthly meeting in the Indianapolis Athletic Club. . . . Mrs. Blanche Janes, head of the Janes Music Company, is vacationing in California.

C. A. Shry, Anderson operator, was in the city last week buying parts and looking at equipment. . . . Despite a rainy day, Peter Stone, Rock-Ola distributor, is working overtime getting out his deliveries. . . . Crystal Novel Brown, daughter of Cecil and E. Brown, pinball and phonograph operator, has been discharged from the James Whitcomb Riley Hospital for Children after seven weeks' treatment for polio. She is completely recovered, doctors report.

Cincinnati:

Muriel E. Weiner, daughter of Mrs. Ida Weiner, of B. W. Novelty Company, and Bernard Clayton, son of Mr. and Mrs. Morris Clayton, were married October 6 in the chapel at the Netherland Plaza Hotel. . . . Cocktails, dinner and dancing followed the wedding. Among guests at the wedding were Al and Mrs. Lieberman; Nat and Mrs. Bartfield, of B. W. Novelty Company; Ben and Mrs. Goldberg, and William and Mrs. Marmer, of Sicking. Bride and groom left for a four-week honeymoon thru Canada and New England. They will join Mrs. Ida Weiner later in New York.

Bill and Mrs. Bigner, Wesco Novelty Company, are enjoying a vacation in Connecticut. Cecil Dickins, one of Wesco's mechanics, has been passing out cigars to celebrate a new addition to the family. Baby and Mrs. Dickins doing well, thank you.

Harry Hester, B. H. Vending Company, was in Columbus last week attending the annual meeting of the Ohio State Amateur Athletic Union. Hester is a member of the amateur boxing committee.

Cleveland:

B. Mervis, of Mervis Trucking Company here, is celebrating his fourth year next month as trucker for the Cleveland phonograph merchants. November will also mark his second year in the used-record business. As a token of his appreciation Mervis will furnish refreshments at the November meeting of the Ohio State Automatic Phonograph Owners' Association to be held at the Hotel Cleveland.

News that Leo Dixon, Jack Cohen and Virginia Holcomb were all New York-bound sounded like a big association business deal, But Virginia, who is secretary to the association, said it wasn't so, since they would all be going separate ways for separate reasons.

Pasadena, Calif.:

Arch C. Riddell, general manager, Riddell Company, wholesale tobacco and candy firm here and in Los Angeles, left for the East this week on an extended business trip. Riddell will attend the National Automatic Merchandising Association Convention in Chicago and will also visit many of the manufacturers in that area with whom his firm deals.

Riddell will continue to Tampa where he will spend some time with Eli Witt, of the Eli Witt Cigar Company, and the Hav-a-Tampa Cigar Company. Riddell Company is a distributor for those firms. Riddell expects to be back about November 1.

Phoenix:

A new peanut vending machine route is being operated by S. H. Hartenstein, 2005 North Third Street. . . . J. W. and R. W. Barnhurst have established the Barnhurst Sales Company at 1425 East Washington Street. . . . John Canning has been licensed to handle vending machines. . . . Arizona Sales Company announced a name change last week. Firm now calls itself Ace Cigarette Service. Owner Carl J. Volpe says the company, at 1030 Grand Avenue, will handle cigarette vending machines.

C. F. Wortman, 718 East Polk Street, has purchased the route of Huddleston and Hays. . . . In Safford, Valley Amusement Company has been established by Eugene Ely and Del Cluff to handle pinball and vending machines. . . . John Lockaby, 1002 East McKinley Street, has been licensed to handle vending machines.

IT'S A FULL HOUSE at the Seeburg juke box service school session held at Atlantic New York Corporation headquarters in New York. School, sponsored by this distributor, is now in its third cycle, with attendance reported capacity with successive lesson phases.

Chicago:

Lew London, Bel-o-Matic distributor for the Dallas area, dropped into the Bel-o-Matic offices for a short visit on his way east. Lew's horse, London's Folly, is to perform at the Madison Square Garden National Horse Show in New York this month. The horse, one of the finest five-gaited in the country, has won the grand championship at the annual Bellwood Horse Show in Pottstown, Pa., for the last three years.

Other visitors at Bell-o-Matic were Tommy Thompson, of Mills Novelty Co., who dropped in to see friends and equipment; Bill Helricgel, of Keystone Panorama Company, Philadelphia; Fred Davis, Indiana operator, and George Coleman, Rockford, Ill.

Dave Johnson, Don Toney and Doug Johnson, Sioux City, Ia., visited the Windy City to see the Bears football game. After the game they paid a visit to Rock-Ola Novelty Company. Fay Gardner, an operator from Rock Island, Ill., was a visitor to Atlas also.

Business was humming this week at Exhibit Supply Company when C. A. Childers, an operator from Fort Madison, Ia., paid a visit.

Dick Law, of Mills Industries, was planning to leave this week for the national refrigeration and air-conditioning convention show in Cleveland. Dick is going up to set up the Mills booth there. The booth, he says, will show operation equipment made by Mills and will also exhibit its coke machine.

Bill Jay and his wife, from the Jackson Amusement Company, Jackson, Mich., popped into town for a brief visit and then resumed their pheasant hunting with Ralph Sheffield, Rock-Ola Coin Machine Exchange. The group is bagging the birds in South Dakota. Among other visitors at Empire were

(See CHICAGO on page 120)

Los Angeles:

George Burke, of Colmatic Distributing Co., is the San Francisco Bay Districts on business for Pacific Records. . . . Dean Watson, Silver Spur Novelty Company, currently covering Idaho, Montana and Wyoming, setting up a sales campaign for his label. . . . Bill Abel, Coast Records, is in New York on a sales trip, and while there will run a couple of recording sessions for the Coast dickery.

George Ehrgott, local manager of new Mills Sales Company branch office here, conducted a highly successful open house recently. A large crowd of operators and distributors turned out. . . . Chet Wiser, Coast Records, is out pushing his label on a local selling trip thru Southern California.

Dick Hood, president of H. C. Evans Company, Chicago, was in town for a few days mixing business with a vacation. . . . Gladys Washburn is still doing a terrific job as treasurer of Charles E. Washburn Company, which handles Coast Records, Packard music machines, Peerless Diskos and Ace Distributing Company.

Bill Heppel, of Badger Sales, has hired S. L. Warlick as his new office manager and auditor. Heppel also announces the addition of Jimmie Lynas to his staff. Lynas was with the engineering department of the Keeney Company, Chicago, for two and a half years. At Badger, he will

(See LOS ANGELES on page 122)

Kansas City:

Victor Roos, of Automatic Coin Machine Company, had the telegraph and telephone wires hot last week trying to line up reservations for a pheasant hunting trip. While Mrs. Roos pinch-hits at the office this week, he will be tramping the South Dakota pheasant country. Mrs. Roos is using free time between callers in planning for the trip to French Lick, Ind., November 5-6, for the international distributors' convention of the

(See KANSAS CITY on page 120)

HERCULOCK*....

Stops taking ways

No. 4750 Improved Herculock—pick-resisting design. "Shark-tooth" keyway. Double sided key. Wrench-proof cylinder. Extra heavy spur washer, retaining screws, and key. Can movement 90 degrees. Thousands of key changes.

*Trademark registered

Pick-resisting, shock-resisting ILCO HERCULOCKS, with built-in dependability, will keep your "take" in the coin boxes where it belongs. Ready to outsmart a "Jimmy Valentine" or baffle a "Raffles", HERCULOCKS afford the kind of protection and security you'll want for every one of your coin machines.

ILCO

INDEPENDENT LOCK COMPANY

Fitchburg • Massachusetts

CHIEF PADUKE SAYS—

We Have 50 Different Kinds of Used Pin Games

Write for Prices

HUDSON DISTRIBUTING CO., of Paducah, Ky.

are announcing themselves as factory distributors and jobbers for the following—

And we are now delivering—

WHIZZ	$189.50
VICTORY SPECIAL	661.50
SPELLBOUND	325.00
DYNAMITE	334.50
SUPERLINER	322.00
FAST BALL	330.00
BIG LEAGUE	299.50
DAVAL FREE PLAY	75.00
A. B. T. CHALLENGER	65.00
SINGLE REVOLVAROUND SAFE	
DOUBLE REVOLVAROUND SAFE	
5c MILLS BLACK CHERRY	248.00
5c MILLS GOLDEN FALLS	258.00

½ Deposit, Balance C. O. D.

We are no farther away than your phone

HUDSON DISTRIBUTING CO.

1207 Broadway

PHONE 4662 PADUCAH, KY.

LOOK

SPECIAL THIS WEEK

CONSOLES

10 BALLY CLUB BELLS . . . . $159.50 EACH

IF YOU ARE NOT ON OUR MAILING LIST, WRITE US. DON'T DELAY, WE ALWAYS HAVE GOOD BUYS.

HUB ENTERPRISES

Phone Lexington 6646-6647

32 South Charles St. Baltimore 1, Md.

This is IT!

A New Sensational

DAVAL Counter Game

"Free Play" ...with a FREE PLAY Feature!

Like a Pin Ball Game, pays out only Free Plays. Accumulated Free Plays can be played off, or cancelled & registered on inside. This new All Mechanical, Precision Built Daval Counter Game will make you the biggest, quickest, profits on the smallest investment in the entire Coin Machine Field.

PRICE $75.00 F. O. B. CHICAGO

Don't Wait! Don't Delay! Order Today!

"Another Peach From Georgia"

HEATH DISTRIBUTING COMPANY

217 THIRD STREET MACON, GEORGIA

SerVice!EcOnomY!QuAlIty!AskAnyOperatorIsErvice!EcoNomy!QuAlIty!aSkAnyOperatorISerVice!EconOmy!qUaliTy!AskAnyoPeratorIServic!?

LET'S STRAIGHTEN THINGS OUT!

Remember this:

1. Every product we handle is backed by the reputation for fair dealing it took us 17 years to earn.
2. As the PIONEER PARTS AND SUPPLIES firm, you can depend on us to continue leading the industry in service, economy and quality.

service! economy! quality! ask any operator!
SERVICE! ECONOMY! QUALITY! ASK ANY OPERATOR!!

Block

MARBLE CO.

1425 NO. BROAD ST., PHILA. 22, PA.
PHONE: STEVENSON 4-5975

GET IT FROM BLOCK—THEY HAVE IT IN STOCK

FOR SALE—MUSIC AND PINBALL ROUTE

36 Phonographs, 65 Wall Boxes, 10 Speakers, 33 Pinballs, 12 Slots. Most all late model equipment. All on location. Well equipped shop. Price $35,000.00 Cash.

SWANK AMUSEMENT CO.

P. O. BOX 227 TILLAMOOK, ORE.

McCALL NOVELTY CO. RUSH YOUR ORDERS

READY FOR LOCATIONS

5 BALL FREE PLAY			
Antler	$ 69.50	Evans Bowl	$ 97.50
Anniversary	89.50	Fleet Wood	150.00
Bandwagon	89.50	Gun Club	195.00
Big Chief	89.50	Hi Hat	195.00
Bombardier	89.50	Jeep	97.50
Bowling	89.50	Keystone	97.50
Crossline	89.50	Lyric	195.00
Dixie	89.50	Professional Baseball	195.00
Flicker	89.50	Rebound	89.50
Fire and Ice	195.00	Rocket	89.50
Foreign Colors	195.00	Rotation	89.50
		Sea Hawk	195.00
		Sharpshooter	89.50
		Sky Rocket	89.50
		Spot Light	89.50
		Stage Door	195.00
		Super Bowl	195.00
		Super Pool	195.00
		Supreme	89.50
		Thrill	89.50
		Triple Entry	89.50
		Variety	195.00
		Yankee Doodle	195.00

1 BALL FREE PLAY GAMES $129.50 $195.00

COUNTER GAMES

Bank Horse $49.50

Short Events

Record Time

Mills Chrome Vest Pocket (Like New)

½ Deposit, Balance C. O. D.

3147 LOCUST ST. ST. LOUIS MO.

Look To The GENERAL For LEADERSHIP

RECONDITIONED PHONOGRAPHS

Low Priced To Move Them Quickly!

ROCK-OLA

Spectravox—Playmaster Comb.	$325
1940 Super	350
1939 Deluxe	325
1939 Standard	300
Monarch	175

WURLITZER

Victory 24	$325
500 A	325
600 A, Rotary	300

● PFANSTIEHL Coin Phono Needles —For Immediate Delivery!

SEEBURG

Wireless Duo-Remote Control	$225
Colonel, ESRC	375
Vogue	325
Classic	325

Gem, RC Hideaway. To work with Seeburg Wireless Wall Boxes. 250

Maylair, RC Hideaway. As above. 250

TERMS: ½ Cash With Order, Balance C. O. D.

● EXCLUSIVE AIREON DISTRIBUTORS FOR MD., D. C., N. VA., S. PA.

Established 1925 *Growing Steadily Ever Since*

GENERAL Vending Sales Corp.

formerly The General Vending Service Co.

306 N. GAY ST. ★ BALTIMORE, 2, MD.

COINMEN YOU KNOW

New York:

(Continued from page 114)

Ravceby still spends his week-ends at the Astor Hotel. . . . More space is necessary at Speedway Products, according to Al Bloom. . . . George Ponser and Irving Kaye, Amusement Enterprises, Inc., are getting their new games into production now. First to appear will be a whirling ball game. . . . David Stern and Jules Mayer, Seacoast Distributing, are putting a real bid in for the export biz.

In the past month, Dave Lowy Company has been busy adding game machines and a music system, and place has really taken on a busy air. . . . Sammy Lipman, West Side Distributing, has a habit of inviting people for ides in the firm's car whenever the machine is due to break-down—we know. . . . Harold Fox, Chicago op, in town looking over music machines reports that cig venders in Chi are not too far in the future.

Alf Jordan, South African operator, was delayed several days in leaving because of the embargo. . . . Bob Jacobs, Amusement Games, reports an expansion in his bowling alley spots. . . . Starting Monday (21) five dairy and ice cream associations will be meeting in convention at Atlantic City. Ice cream and bulk milk venders are slated for an airing. . . . Art Rothenberg, Robert Lairo, Boston ops, and Paul Seidman, Bronx op, walked almost five miles to Paul's home last Saturday evening, claiming they couldn't get a cab from the night spot they were visiting—seems they forgot they had come by Paul's car and had to return to the club the next morning to pick it up.

Samuel Leschin, International Vending Corporation, is hard at work on his coin-operated box candy vender. . . . Al Blendow, AOAA president, had a confab with Ben Fielding, license commissioner, on Thursday (17) morning. . . . A new amusement arcade is slated for 42nd Street, between Seventh and Eighth avenues. . . . Ben Smith and Perry Wachel, Depari Advertising, are easier to get along with now that they have new quarters.

"Big" Glassgold, DuGrenier; Robert Z. Greene, Rowe Manufacturing; J. Breidt, U-Need-A, and Hal Meeks, Eastern Electric, plus many distribu-

(See NEW YORK on page 124)

CLOSING OUT!

3	1945 BANGTAILS @	$400.00	
6	1945 DOMINOS @	400.00	
2	1936 DOMINOS @	200.00	
3	MILLS VEST POCKETS @	50.00	
1	TRACK ODDS	350.00	
1	COLORS	200.00	
1	TWIN REELS	$350.00	
1	5c PACES REELS	89.50	
1	JUMBO	119.50	
1	2 WAY SUPER BELL	219.50	
3	PACES 5c SLOTS @	69.50	
1	PACES 10c SLOT	75.00	
1	PACES 25c SLOT	89.50	

ALL IN A-1 CONDITION AND ON LOCATION. ONE-THIRD CASH, BALANCE C. O. D.

WRITE, PHONE OR WIRE

ALL AMUSEMENTS CO. HAWKINSVILLE, GEORGIA

PHONE 20D P. O. BOX 245

WANTED 500 PIN GAMES

5¢ Blue Front	$100.00
5¢ Brown Front	110.00
5¢ Jumbo Parade, C.P.	100.00
25¢ Jumbo Parade, C.P.	175.00
5¢ Super Bell, Comb.	250.00
1¢ & 5¢ Twin Super Bell	300.00

● ● ● WE HAVE ALL ● ● ● MILLS SLOT AND JUMBO PARTS

Venus	$ 70.00
Knockouts	89.50
Liberty	130.00
Air Paces	64.50
Miami Beach	69.50
Southpaw	60.00
Ten Spot	49.50
Hollywood	150.00
Gun Club	79.50
Spot Pool	80.00
Kenney Texas Leaguer	35.00

Lewis COIN MACHINE SERVICE

3924 W. Chicago Ave. • Chicago 51 • Belmont 7005

ROUTE FOR SALE

State of Maryland

70 pieces of Music, Bar Boxes, Speakers, etc. Spare Parts too numerous to mention. Approximately 110 pieces, consisting of 1-Balls, 5-Bells, Green Bells, Mixed Bells, Slugs of all descriptions, Guns and Arcade Pieces, also three Chevrolet Trucks. Route will stand rigid investigation and pay for itself in one year. Will sell only to reasonable operator. Owner retiring. Price $10,000.00. Will take one-half down to responsible buyer.

BOX D-345, THE BILLBOARD, CINCINNATI 1, O.

LOOK AT THESE PRICES!

Reconditioned and Ready for Location

1 Bank Home (1 Bl.)	$84.50
5 Blue Grass (1 Bl.)	84.50
1 Sports Special (1 Bl.)	84.50
5 Record Time (1 Bl.)	84.50
1 Argentine (5 Bl.)	60.00
1 Blonde (5 Bl.)	15.00
1 Rooty (5 Bl.)	15.00

WRITE OR WIRE TODAY

JOHN HOPKINSON

450 S. Burlington Ave., Los Angeles 5, Calif.

SPECIALS BY STEWART

4 Mills Panoramas	$290.00
2 Muto. Sky Fighters	165.80
3 Muto. Punching Bags	85.00
2 Pace Saratogas (Console)	$75.00
1 5c Mills 4 Bells	$425.00
1 5c Mills War Eagle	95.00
3 Bally Reserves, 7 Ball Free Play	20.00
3 Spinning Reels, Free Play or Payout	80.00

STEWART NOVELTY CO.

1361 S. Main St., Salt Lake City, Utah

AUTOMATIC COIN MACHINE & SUPPLY CO.

4137 W. ARMITAGE AVE., CHICAGO, ILLINOIS

MILLS COIN MACHINES

CHICAGO AND ADJACENT TERRITORY

FOR SALE

1 Supreme Victory Roll	$100.00
1 Model 71 Wurlitzer, A-1 Shape, With Stand	175.00
2 Rock-Ola Ton Pins. Each	50.00

Crating $10.00 extra each machine.

PUEBLO MUSIC CO.

206 S. GRAND AVE. PUEBLO, COL.

ASSOCIATED AMUSEMENTS

646 COMMONWEALTH AVE., BOSTON 15, MASS.

MILLS COIN MACHINES

MASSACHUSETTS, MAINE, NEW HAMPSHIRE AND VERMONT

ASSOC. AMUSEMENTS INC.

846 Commonwealth Ave.

Boston 15, Mass.

EXCLUSIVE TRADIO DISTRIBUTOR in Massachusetts, Maine, Connecticut, Rhode Island, Vermont, New Hampshire

SEE TRADIO · AD PAGE 118

KEYSTONE PANORAM COMPANY

2230 W. HUNTINGDON ST., PHILA. 32, PA.

MILLS COIN MACHINES

DELAWARE, EASTERN PENNSYLVANIA AND SOUTHERN NEW JERSEY

MECHANIC WANTED

Experienced Man on Phonographs and Pin Games must know Seeburg Remote. Write, giving references and full details. Route in Piqua and surrounding area. Address:

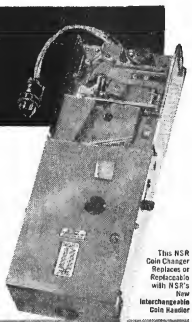
BOX D-315

The Billboard Cincinnati 1, Ohio

HAVE I EXACT CHANGE? IT DOESN'T MATTER

this vending machine equipped with

NATIONAL COIN CHANGER



This NSR Coin Changer Replaces or Replaceable with NSR's New Interchangeable Coin Handler

MAKES CHANGE AND VENDS MERCHANDISE IN 1 AUTOMATIC OPERATION

Installed INSIDE Vending Machine

Manufacturers! Request full information about this interior-mounted dependable, accurate NSR Coin-Changer! In step with Progress!

OPERATES EASY! INVITES BUSINESS!

The drop of a coin in slot operating does all! No levers, no buttons! (Loads easy! In servicing: coin tube opens, empties with flip of finger!)

CAPITAL TIED UP? JUST 60 NICKLES!

A big day begins with 60 nickles.. $3.00... No idle nickles either, they feed into Changer. Dimes, quarters, into cash-box.

EASY TO INSTALL OR REMOVE!

All you need besides standard coin inlet and outlet chutes are 3 small mounting studs and 1 electric socket. (Removable without tools). Also, replaces or replaceable with NSR's new Interchangeable Coin Handler!

PERFECTED! TESTED! BULL-DOZED!

...on toughest locations!..to assure accurate, dependable functioning. (Compact design: 14" high, 6" wide, 3" deep. Built to work like a Turk!)

PROTECTED FROM JACK-POTTING!

The ultimate in engineering safety features guard against emptying of coin chute or merchandise.

For Coin Handling Perfection

Another engineering advancement from National! Vend machines with NSR Coin Changers invite extra sales, insure against lost sales...keep you abreast of competition, *out in front with modern merchandising.* Tested toughest way *in actual use.* Created by the world's largest and only manufacturer devoted exclusively to developing, perfecting coin-handling and detecting devices.

NATIONAL SLUG REJECTORS, INC.

FOREIGN AND DOMESTIC COIN HANDLING UNITS SERVE THE WORLD

5106 SAN FRANCISCO • SAINT LOUIS 15, MISSOURI

Producers of SLUG REJECTORS • MOUNTING BRACKETS • COIN SWITCHES • COIN RETURN ELECTRO MAGNETS • CABLE ASSEMBLIES

Two More National Firsts: COIN OPERATED (SINGLE OR DUAL)-RADIO TIMERS AND CREDIT STORING DEVICES

VENDING MACHINE COMPANY
207 FRANKLIN ST., FAYETTEVILLE, N.C.
MILLS COIN MACHINES
NORTH CAROLINA, SOUTH CAROLINA AND VIRGINIA

COINMEN YOU KNOW

Detroit:

(Continued from page 114)

who recently established Redford Vending Company, has gone off on a vacation. . . . Gordon McBois is revamping the design of a new bookmatch vender which he expects to have ready for the market shortly. Gordon says the device will allow a more efficient delivery of matches.

L. V. Rohr, of the Rohr Sales Company, has reopened his store on 12th Street and is resuming jobbing operations in the vending machine field. . . . John P. Kelly, of the Batter-Up Company, has joined the staff of the Empress Theater in addition to his other business enterprises.

Arthur Jacques, head of Shoomatic shine machines, is making plans to place his new machine in production shortly. . . . Joseph Budjack, developer of the charact-o-graph, is back from three months on the road, winding up with covering the Southern fairs. Henry C. Lemke, Lemke Coin Machine Company, is enlarging and remodeling his store and salesrooms on West Vernor Highway.

Mrs. Elizabeth Lund, until recently official manager of the Michigan Automatic Phonograph Owners' Association, is recovering from a nervous breakdown, Joseph Brilliant reports. . . . Buhl Sons Company, formerly in the record distributing field here, may take on another record line later.

Al Curtis and Charles Frisdenberg, active in the local coin machine field for many years and in partnership as the Curtis Coin Machine Company, are coming into the music machine field with the formation of Alchar's Music Company—title taken from the first names of the two partners. Office is on Hamilton Avenue.

Comfort for Jim

CHICAGO, Oct. 19.—Coin machine public relations man Jimmy Mangan has found a way to combine efficiency and comfort when working at home. Prolific writer for magazines and author of several books, Jimmy has had the legs of his home typewriter stand shortened to put it on a level with the low-slung furniture in his living room. Gimmick enables him to twine his long legs around the stand and type in perfect comfort.

ATTENTION, OPERATORS
REPLACEMENT RUBBER PLUGS

Packed 250 to Carton
Lots of 250, ea. ..... 12¢
Lots of 1,000, ea. ..... 11¢
Lots of 5,000 ..... Write for Prices
ELECTRIC FAN PRODUCTS
102 North Niles Ave. South Bend, Ind.

FOR SALE
New and Used
SKEE BALL ALLEYS
EMPIRE COIN MACHINE SALES
799 Coney Island Ave. Brooklyn, N. Y.
Phone Buckminster 7-7800

UNITED AMUSEMENT COMPANY
3410 MAIN ST., KANSAS CITY 2, MISSOURI
MILLS COIN MACHINES
KANSAS AND WESTERN MISSOURI

FOR SALE

Seeburg 12 Records	$124.50
Wurlitzer Model 91	140.50
Wurlitzer 616	295.00
Wurlitzer Model 24	259.50
Wurlitzer Model 600R	395.50
Wurlitzer 750E	649.50

PIN BALL

Marines at Play	$ 69.50
American Beauty	69.50
Amer'd and Navy (Knockout)	59.50
Sky Raider (Big Parade)	49.50
Pantages	89.50
Rockingham	109.50
Production	109.50

1/3 Deposit, Balance C. O. D.
IRWIN DISTRIBUTING COMPANY
106 S. Grove Wichita 7, KANSAS
Phone 6-6817

SOUTH COAST AMUSEMENT CO.
314 E. 11TH ST., HOUSTON 8, TEXAS
MILLS COIN MACHINES
SOUTHERN HALF OF TEXAS

TRADIO
The only radio expressly designed for coin operation.
KEEPS YOU TUNED FOR TOP PROFITS

TRADIO strikes a rich, profit-pulling note for coin-conscious operators all over the country, because TRADIO is the only radio built (not adapted) for coin operation.

Leading operators everywhere are already utilizing the powerful profit potential of TRADIO. They know that TRADIO assures BIG earnings, ever trouble-free operation, minimum maintenance costs.

And—TRADIO is being delivered in quantity—NOW!

NOTE THESE EXCLUSIVE TRADIO FEATURES:

1. TRADIO is expressly engineered (not just adapted) for coin operation.
2. TRADIO is encased in an all-metal, permanent-finish cabinet. Can't warp. Can't buckle. Resists heat.
3. TRADIO is tamper-proof, theft-proof. Insurable in any location.
4. TRADIO boasts continuous timing. Timing device completes "play-time" *after* TRADIO has been switched off.
5. TRADIO sets are individually adjusted to the exact acoustic limits of each particular room.

Yes, TRADIO keeps you tuned to top profits. Furthermore, available in every color, TRADIO will harmonize with any interior in hotels, tourist camps, hospitals, clubs.

Order TRADIO Today. And Remember, Don't Say Radio, Say TRADIO

TRADIO, INC.
ASBURY PARK, NEW JERSEY
PHONE: ASBURY PARK 2-1341

★ WANT ★
COUNTER GAMES
Columbus, Northwestern and Victor Peanut Machines
WILL PAY TOP PRICES
Will Buy Any Type of Machine Send Us Your List
VEEDCO 2113 MARKET ST. PHILA. 3, PA.

ROY McGINNIS COMPANY
2011 MARYLAND AVE., BALTIMORE, MD.
MILLS COIN MACHINES
DISTRICT OF COLUMBIA AND MARYLAND

THE NEW BLACKSTONE HIGH SPEED DOUBLE BARREL
COIN PACKER
Count and wrap $4 in nickels in 20 seconds. Made in three sizes. Nickel—penny—dime. Guaranteed. Price $2 each size.
Blackstone Coin Packer Co.
Madison 1, Wis.

EVERY MACHINE GUARANTEED UNCONDITIONALLY FOR 10 DAYS—CLEAN AND MECHANICALLY PERFECT — READY FOR LOCATION.

CMI MEMBER

NEW FIVE BALL FREE PLAY

Gottlieb SUPERLINER	$322.00	Chicago SPELLBOUND	$325.00
BUBBLES	175.00	Bally BIG LEAGUE	259.50
CATALINA	175.00	NEW COUNTER GAMES	
Exhibit FAST BALL	850.00	Gottlieb Grip Scales	89.50
		Wind Mill	22.50

USED FIVE BALL FREE PLAY

Action	$100.00	Four Aces	90.00
American Beauties	75.00	Grand Canyon	150.00
Arizona	150.00	Hollywood	150.00
Big Chief	40.00	Idaho	200.00
Brazil	210.00	Knockout	95.00
Five and Ten	105.00	Liberty	200.00
Flip Top	150.00	Midway	150.00
Oklahoma	$200.00
Santa Fe	185.00
Stranger La Guardia (Gottlieb)	135.00
Sky Chief	135.00
Triple	70.00
Yankee Doodle	85.00

USED ONE BALL FREE PLAY

Club Trophy	$160.00	Derby '41	$170.00
		Foreign Colors	75.00

USED ARCADE EQUIPMENT

Chicken Sam	$ 80.00	Shoot-the-Chute	$ 90.00
Keeney Submarine	90.00	Total Roll	275.00
Play Pool	75.00		

REBUILT SLOTS

Black Cherry Bell, Blue Cherry Bell, 5¢	$170.00	Blue Front, 10¢	$115.00	Silver Chief, 5¢	$85.00
Black Cherry Bell, 25¢	195.00	Blue Front, 25¢	135.00	Red Skin, 5¢	60.00
Black Cherry Bell, 50¢	275.00	Brown Front, 5¢	115.00	Victory Chief, 5¢	75.00
Blue Front, 5¢	85.00	Four Star Chief, 5¢	70.00	Victory Chief, 10¢	85.00
		Paco Comet, 5¢	40.00	Vest Pocket Bell, Blue and Gold J.P., 5¢	47.50

1/3 Deposit, Balance C. O. D.

OLIVE NOVELTY CO.
2625 LUCAS AVE., ST. LOUIS 3, MO.
(Phone: Franklin 3620)

FOR
BELL MACHINES
COME TO
HEADQUARTERS

THE BEST MACHINES THAT MONEY CAN BUY
AND
SOLD WITH A MONEY-BACK GUARANTEE

MILLS BLACK CHERRY BELLS
MILLS SILVER CHROME BELLS
MILLS GOLD CHROME BELLS
COLUMBIA TWIN JAK BELLS
COLUMBIA DELUXE BELLS
BAKER'S PACERS CONSOLES

SEND FOR COMPLETE CATALOGUE TO BELL MACHINE HEADQUARTERS

BAKER NOVELTY CO.
1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

$25.00 TOP PAYOUT
$34.82 PROFIT

KICKOFF TIME IS HERE!

CASH IN NOW ON THE TIMELY PLAYER APPEAL OF THIS "RED-HOT" WALSH BOARD WITH THE PROGRESSIVE TRIPLE JACKPOT FEATURE.

FOR THE FASTEST SELLING NEW IDEA BOARDS AND ALL THE OLD RELIABLE NUMBERS SEND FOR WALSH CATALOG SHEET AND PRICE LIST TODAY!

We can supply you regardless of size, style, number of holes, payout or purpose. Write us your requirements.

THOS. A. WALSH MFG. CO.
201-207 SO. TENTH ST. OMAHA, NEBR.

READY NOW FOR **IMMEDIATE DELIVERY!**

KWIK-NIKLES
Streamlined
COIN CHANGER

A light touch of lever delivers five nickles!

9.85
JOBBER'S LIST PRICE

It's fast! A light touch of the handy lever delivers five nickles into your palm. Can't miss, can't fail. Pays for itself in time saved!

- Sturdy — All Metal!
- Feather Touch Operation!
- Holds a Full 200 Nickles!
- Guarenteed Accurate!
- Wall or Counter Mount!
- Plated Solid Brass Tube
- Distributors Wanted — Write for Discount Deal!

McPHERSON MFG. CO.
501 E. 34th STREET TACOMA 4, WASH.

This is IT!

A New Sensational
DAVAL Counter Game
"Free Play" ...with a FREE PLAY Feature!

Like a Pin Ball Game, pays out only Free Plays. Accumulated Free Plays can be played off or cancelled & registered on inside. This new All Mechanical, Precision Built Daval Counter Game will make you the biggest, quickest, profits on the smallest investment in the entire Coin Machine Field.

PRICE **$75.00** F. O. B. CHICAGO

Don't Wait! Don't Delay! Order Today!

D. D. LAZAR CO. 1635 FIFTH AVE. Phone: Grant 7818 PITTSBURGH 19, PA.

"BOWLING GAME BALLS"
REGROUND AND LACQUERED—REFINISHED LIKE NEW
2¼" to 3¼" $25.00 per hundred 10-Day Service
MACOMB MUSIC SERVICE 16700 NINE MILE RD. EAST DETROIT, MICH.

DOWN DOWN GO CONSOLE PRICES!

Check These FEATURES and PRICES!

Single Safe Stands—Double Doors	$ 29.50	Jennings Totalizer, F.P.	$ 84.50
Pace Saratoga and Rolls—(Rails)	49.50	Pace Races, Brown Cabinet	77.50
Watling Big Games, P.O.	69.50	Evans Domino, J.P., P.O.	142.50
Bally Royal Draw	79.50	Evans Domino, J.P., F.P., P.O.	169.50
Bally Big Top, F.P.	79.50	Exhibit Penny Merchandiser, Glow Type	179.50
Bally Bonus Jacks model	87.50	Keeney Single Super Roll, F.P., P.O.	189.50
Bally Big Top, F.P.	89.50	Evans Bangtail, J.P., Two-Toned Cabinet	189.50
Double Reverse-around Safe Stand	89.50	Evans Domino, J.P., Two-Toned Cabinet	199.50

MILLS Consoles, Set of Three, 5-10-25, New Cabinets.....$875.00
Mechanism like new.

MILLS 4-Bells	
MILLS 4-Bells, 3/5c, 1/25c	$350.00
MILLS 4-Bells, late heads, 3/5c, 1/25c	395.00
MILLS 3-Bells	495.00
KEENEY 4-Way Super, 3/5c, 1/25c	595.00
	495.00

EVERY MACHINE CARRIES SILENT SALES GUARANTEE

MILLS
BLACK CHERRY BELLS
GOLDEN FALLS
VEST POCKET BELLS

GENCO
WHIZZ
TOTAL ROLL

Immediate Delivery

Distributors for Minnesota, North Dakota, South Dakota and Montana

WANTED
5 Ball, 1 Ball, Mills Bells, Consoles . . Wanted. Cash or Trade. Send List.

KEENEY
1946 SENSATION
BONUS SUPER BELLS
Single, Twin and Triple

EXHIBIT
FAST BALL
"Better Than KNOCKOUT"

Immediate Delivery

Silent Sales Company
SILENT SALES BLDG., MINNEAPOLIS 15, MINN.
Mpls. Phone GEneva 3645. St. Paul Phone NEster 5720

To Make Room for Production of New Games

STOCK REDUCING SALE

of Popular Games, Counter Deals, JP Cards, Tip Books, Bundle Tips and other Items.
WRITE OR WIRE FOR PRICE LIST
SALE LASTS UNTIL NOVEMBER 1

WATCH FOR ANNOUNCEMENT OF
THREE SENSATIONAL NEW GAMES
Hi-Ho Silver • Big Payoff • Ten High

MUNCIE NOVELTY COMPANY, Inc.
P. O. BOX 823 MUNCIE, IND.

MAX BROWN Wants

SEND US YOUR CARD
YOUR BUSINESS CARD
We will place you on our mailing list for special price offers on all games. On hand for immediate delivery, Bally (Big League), Dynamite, Fast Ball, Spellbound, Superliner, and all United conversions.

YOU'LL LIKE THE WAY WE DO BUSINESS

Phila. COIN MACHINE EXCHANGE
844 N. Broad St. — PHONE PO 5-4772 — PHILA. 30, PA.

COINMEN YOU KNOW

Chicago:

(Continued from page 114)

"Hymie" Rosenberg, of H. P. Rosenberg Company, New York, and N. W. Bushey, an operator from New Boston, Mich.

Woolf Solomon, of Central Ohio Coin Machine Company, paid a short visit to friends while in town. Woolf is from Columbus. . . . George Thomas, of Thomas Coin Machine Company, Logan, O., was in town. . . . Fred Hunt and his wife came to the Windy City from Muskegon, Mich. . . . Felix Schnaidt, Gary, Ind., was looking around while in town. . . . Harry Arnsburg, of Northwest Amusement Company, was in from Portland, Ore.

T. E. (Red) Odder, of O. K. Amusement Company, was in town from his home, New Orleans. . . . Harry Jacobs Sr. and Jr. from United Coin Machine Company, Milwaukee, visited. . . . Sam Horwitz, of Acme Novelty, Pittsburgh, was another visitor. . . . From New York came Dave Lowy.

Sid Schneider, a serviceman for Atlas, was back on the road this week after a two-week stay in Chicago. . . . Ray Volmer, Elkhart, Ind., was in town. Ray is a distributor for O. D. Jennings. . . . Fred Anderson, Cliffside, N. J., was in town. . . . Fritz Burgeson, Barrington, Ill., a distributor for Jennings, was another visitor.

It was a gay, cheerful crowd that swarmed into Chicago for the 10th anniversary convention of NAMA at the Congress Hotel. With a full schedule of work, most of the vending machine operators, suppliers and manufacturers attending had little time for merry-making, however. Social activities had to be crammed into between-session periods. They mostly took the form of lobby chats and parties in hotel rooms, except for a "get-acquainted" party and the wind-up banquet and dance. Congress Hotel's overwrought manager was short of rooms for a number of NAMA men, despite advance reservations, but by bedtime Wednesday everybody was accommodated.

Vending machine manufacturers and their distributors were well represented, with several officials present from most firms. Eastern manufacturers' delegations came in biggest

(See CHICAGO on page 128)

Vocalist Panther
WHILE THEY LAST
The best Universal Amplifier ever built. Originally made for Uncle Sam. Fits everything but Seeburg Hi Tones—with tubes.
$39.50
V. P. Distributing Co.
2336 Olive St. 2339 Pine St.
Phone: Central 3892 St. Louis 3, Mo.

- SELL SEACOAST
- YOUR USED
- EQUIPMENT AND . . .
- SEE SEACOAST
- FOR THE FINEST
- IN USED
- EQUIPMENT

SEACOAST DISTRIBUTORS, INC.
416 Frelinghuysen Ave., Newark 5, N. J.
Phone: Bigelow 3-3626
627-629 10th Ave., New York 19, N. Y.
Phone: Longacre 3-0760

W. L. AMUSEMENT COMPANY
217 S. 7th ST., ST. LOUIS 2, MISSOURI
MILLS COIN MACHINES
EASTERN MISSOURI AND SOUTHERN ILLINOIS

SOUTHWEST DISTRIB. CO.
3710 E. Anaheim St.
Long Beach 4, Calif.
EXCLUSIVE TRADIO DISTRIBUTOR in SOUTHERN CALIFORNIA
SEE TRADIO AD PAGE 118

NORTHWEST SALES COMPANY
3144 ELLIOTT AVE., SEATTLE, WASHINGTON
MILLS COIN MACHINES
IDAHO, MONTANA AND WASHINGTON

THE BEST OFFER GETS THE FOLLOWING
(MACHINES)
1 SUPER DELUXE.
2 DELUXE.
1 CONSOLE.
1 WONDER 20 RECORD.
1 IMPERIAL 20 RECORD.
1 12 RECORD, in similar DeLuxe Cabinet.
5 BALLY RAPID FIRES.
We sell Slot and Skeeball Pool Tables and Billiard Supplies very reasonable.
DIXIE VENDING MACH. CO.
K. Hind, Mgr.
ANNISTON, ALA.

2 DARK HORSE, at	$89.00
1 BLUE GRASS	94.00
1 RECORD TIME	85.00
2 MILLS OWLS	49.00
1 VEST POCKET	54.50
1 EXHIBITS MERCHANTMAN	49.00
1 SOLID BASE FOR DARK HORSE	9.50
1 SOLID BASE FOR RECORD TIME	9.50

ALL MACHINES IN GOOD CONDITION.
NORM'S NOVELTY CO.
2845 PORTER AVE. OGDEN, UTAH

FRIEDMAN AMUSEMENT COMPANY
441 EDGEWOOD AVE. SE, ATLANTA, GEORGIA
MILLS COIN MACHINES
STATE OF GEORGIA

MILLS NEW POST-WAR MACHINES

ORDER TODAY
IMMEDIATE SHIPMENT

BLACK CHERRY BELL

This wonderful new Bell is now ready for delivery in 5c, 10c, 25c and 50c Play. This machine actually glows and sparkles with brilliant colors of Silver, Black, Red and Green.

Write For Prices

NEW SAFE STANDS $27.50
Send 1/3 Deposit With Order.

NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-S Mystery Payout system. Small payout coin in front is covered by drop flap. Reels can also be instantly reversed, automatically resetting for next play. Finished in BLUE & SILVER or GOLD & SILVER.

5c Play

$74.50

SICKING, INC.
1401 CENTRAL PARKWAY, CINCINNATI 14, O.

This is IT!

A New Sensational

DAVAL Counter Game
"Free Play"
...with a
FREE PLAY Feature!

Like a Pin Ball Game, pays out only Free Plays.

Accumulated Free Plays can be played off or cancelled & registered on inside.

This New All Mechanical, Precision Built Daval Counter Game will make you the biggest, quickest, profits on the smallest investment in the entire Coin Machine Field.

PRICE $75.00 F. O. B. CHICAGO

Don't Wait! Don't Delay! Order Today!

ATLAS NOVELTY COMPANY
2200 N. Western Avenue Chicago 47, Illinois
ARMitage 5005

EVERY ANGLE A PROFIT ANGLE IN
SEEBURG SCIENTIFIC SOUND DISTRIBUTION

Looking at it from every angle, the new SEEBURG offers *MORE* Profit-building features.

STYLING—Striking in its unusual, functional beauty. Tastefully simple.

MECHANISM—Operates with fewer moving parts—Assures lower maintenance costs.

LISTENING—Acoustically correct SEEBURG SOUND DISTRIBUTION means far better listening—greater customer appeal.

Musical Sales Co

EXCLUSIVE **SEEBURG** DISTRIBUTORS
FOR MARYLAND—WASHINGTON, D. C.—VIRGINIA
146 W. MT. ROYAL AVENUE BALTIMORE 1, MARYLAND
415 W. BROAD STREET RICHMOND 20, VIRGINIA

A MASTERPIECE
ROCK-OLA
"The Phonograph of Tomorrow"

Delivering Today.
Also Rock-Ola Wall Boxes.
EXCLUSIVE DISTRIBUTORS FOR THE STATES OF NEBRASKA AND IOWA

SEE US TODAY ★ ★ ★ DON'T WAIT
Wire, Phone, Write

YES we can deliver immediately
GOTTLIEB'S SUPERLINER,
GOTTLIEB'S GRIPPERS AND
CHICAGO COIN'S SPELLBOUND

H. Z. VENDING & SALES CO.
1205-07 Douglas Street,
Omaha, Nebr. - At. 1121

Best Bet For Fall

Launch the new gridiron season with this all around star!

Features 1080 JUMBO holes....5/ per side....

Takes in $84.00

Pays out 27.60

Average Profit $26.40

THICK DIE-CUT Board.

Watch for further information concerning other SPORT hits and the great parade of salesboards for the new FALL season!

SUPERIOR PRODUCTS 14 N. PEORIA ST. CHICAGO 7, ILL.

SALESBOARDS— *All Orders Shipped Same Day Received*

Holes	Play	Description	Average Profit	Net Price
400	5c	LUCKY STRIKE, DEFINITE PROFIT	$17.00	$ 1.00
600	5c	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	17.00	1.00
800	25c	EASY FIND, DEF. PROFIT, SLOT SYMBOLS	85.00	1.25
725	5c	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25c	ALL OUT CHARLEY, DEFINITE PROFIT	90.00	9.25
1000	$1.00	JACK POT CHARLEY, THICK & PROTECTED	188.30	3.50
1000	5c	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5c	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.35
1000	10c	BIG BIRTHDAY, THICK, JUMBO HOLES	42.75	3.95
1200	5c	BIG TIME, THICK, JUMBO HOLES	35.20	3.50
1200	5c	VICTORY BELL, THICK, JUMBO HOLES	35.20	3.50
1200	50c	YEX AS CHARLEY, THICK & PROTECTED	452.75	8.00

WRITE FOR OUR LATEST PRICE LIST

Large Stock Pixie, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards. 1¢, 2¢ or 5¢ selling your premium. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

UNITED NOVELTY COMPANY

DELAUNEY & DIVISION STS., BILOXI, MISS.

MILLS COIN MACHINES

MISSISSIPPI AND GULF COUNTIES OF ALABAMA

COINMEN YOU KNOW

Los Angeles:

(Continued from page 114)

take charge of the Super Bell and other Keeney products. This brings Hoppel's local stall to 16 people. . . . Walter Murra, of Super Service Coin in Downey, Calif., is talking about his first plane trip, taken recently to Cleveland. It was a pleasure jaunt, as Murra took a couple of weeks for a vacation. . . . Bill Leuenhagen is trying to close shop for a week so he can go deer hunting, but reports there has been so much business lately he probably won't be able to get away.

Paul and Lucille Laymon are playing host to Mr. and Mrs. Sorenson, of Washington. The Laymons are showing them the town, including several day-long drives to near-by scenic sights. Laymon states he is delivering the Bally Draw-Bell in great quantities now. Recent out-of-towners at Laymon's include Stanley Tray, of Kingmon, Ariz., and Fred Allen, Bakersfield.

Ray Powers, local manager for E. T. Mape Distributing Company, reports his organization is a direct distributor for the Aireon phone line. Nels Nelson has also taken over as Aireon distributor. Jack Gutshall, of Jack Gutshall Distributing Company, and Nick Carter, of Nickabob Sales, who formerly handled Aireon, have given up the line. Gutshall has taken over the Packard Pla-Mor distribution, and is currently on an extended hunting trip while his office is making the change-over.

Curly Robinson expects to move his AGLAC offices into the new building on Pico Boulevard by Christmas. Curley has experienced the usual numerous delays with the building program. . . . Les Kelley, K & M Service, is in Denver on business, preparatory to going to Omaha to complete arrangements to set up company branch office there. Partner Fred Myers is swinging by company's Dallas office and thru Oklahoma City, before meeting Kelley in Omaha.

Al Bettelman, C. A. Robinson Company, is horseback riding every Sunday, now that the fishing season is over. . . . Bud Farr, General Music Company, is back from his latest business trip east for Solotone, and reports business conditions back there are good and steadily improving. Bud reports he had a couple of really rough plane rides on this last jaunt. . . . Jimmy Rutter has decided to build and operate his new Del Mar game himself, until such a time as interested Chicago manufacturers can get material to handle production of the new game.

Seen in Badger Sales showrooms and along the row recently were Irvin Gayer, San Bernardino; Lowell Ayers, Inglewood; J. B. Mullenaux, Calexico; Lee Wirt, Montebello; Jack Arnold, Barstow; Frank Lamb, Inglewood; L. H. Maston, Porterville; Orville Kindig and M. L. Christensen, Long Beach; John McGee, Downey; Paul Hawkins, Tucson, Ariz., local operators O. C. Watts, Johnny Nelson, Art Sternall, Fred Kohler, Emmet Chew and Sol Schwartz.

SALESBOARDS

SPECIALS—IMMEDIATE DELIVERIES

Holes	Name	Profit	Price
400	1c to 5c PUT & TAKE	$ 7.50	$ .50
1000	5c Nickel Charley ..... Del.	17.00	.99
1000	5c LULU JR. ..... Del.	19.00	.99
1000	5c Double Fine ..... Del.	24.00	.98
1000	25c J.P. Charley ..... Avr.	$60.00	$1.15
1000	25c J.P. Charley ..... Avr.	62.04	1.22
1000	10c J.P. Rocky Money, Seal	60.70	1.75
1000	25c J.P. Tex. Charley, Seal	62.25	1.49
1000	5c J.P. Home Run ..... Avr.	27.02	1.89
1200	25c J.P. Tex. Charley ..... Avr.	102.25	2.49
1000	5c J.P. Win Fins, Jumbo	$24.80	$1.70
1000	5c J.P. Jumbo Tex. Charley	33.00	2.49
1000	5c J.P. Jumbo Rocky Money	33.00	2.49
1020	5c J.P. Hot Stuff, Girls	27.00	2.79
1020	5c J.P. Wanna Dance, Girls	27.00	2.99
1800	5c J.P. Lulu, X Tabs	32.00	2.69
2160	5c Tch. Rd. Wh. Bl. Tickets	$34.00	$1.29
170	5c Rd.Wh.Blue Blocks	36.00	1.89
2280	5c J.P. Ticket Board ..... Avr.	44.00	2.89
120	Tip Ticket Books, Singles. Doz.		1.65
	Grand Prize Boards, Dual McCoy Boards, Etc.		

SEND FOR CATALOG.

WORLD'S BEST BOARDS, TICKETS, CARDS

DELUXE MFG. CO.

Deluxe Building Blue Earth, Minn.

DAVID ROSEN

Music and Automatic Equipment

855 NORTH BROAD STREET, PHILADELPHIA 23, PA.

PHONE: STEVENSON 2258-2259

Dear Mr. Operator:

When it comes to records—the latest and best releases, delivered in a hurry—more and more operators are "Doin' What Comes Natur'lly." They're flocking to Dave Rosen.

"I Can't Begin To Tell You" all about Dave's completely modern record department, but you can be sure it isn't just a "One-sy, Two-sy" affair.

Dave has full stocks of every popular, money-making disc to assure you deliveries as promised. None of this give me "Five Minutes More" business. In fact, "Just the Other Day" I overheard a group of operators hailing Dave's fast-moving record set-up. "They Say It's Wonderful."

And what's more, Dave never worries an operator with any of that "I Don't Know Enough About You" sort of thing. If you want top records immediately, just write, wire or phone Rosen now. You'll get 'em "Come Rain or Come Shine," because with Rosen you're always on the "Sunny Road" to profits.

Recordingly yours,

Ad Man

SICKING, INC.

1401 CENTRAL PARKWAY, CINCINNATI 14, OHIO

MILLS COIN MACHINES

KENTUCKY, WEST VIRGINIA AND SOUTHERN OHIO

FIRESTONE GAMES Are Sure Money-Makers

FIRESTONE ENTERPRISES, INC.

1604 Chestnut Avenue

Brooklyn 30, N. Y.

MILLS SALES CO., LTD.

1640 18TH ST., OAKLAND 7, CALIFORNIA

MILLS COIN MACHINES

ARIZONA, CALIFORNIA, NEVADA AND OREGON

H & L DISTRIBUTORS

708 Spring St., N.W.

Atlanta, Georgia

EXCLUSIVE TRADIO DISTRIBUTOR in ALABAMA

SEE TRADIO AD PAGE 118

COIN MACHINE DISTRIBUTING CO.

500 N. CRAIG ST., PITTSBURGH 13, PA.

MILLS COIN MACHINES

WESTERN PENNSYLVANIA

TIP BOOKS

TRADE STIMULATORS

SALES CARDS

Write for Prices.

NOVELTY PRINTING CO.

3608 Eoff St. WHEELING, W. VA.

Get 'Em While We've Got 'Em

Look at the prices—and remember every single machine advertised has been reconditioned the CALVERT way—which means you can depend on them for service and for value.

7—SUN RAY, F. P. . . . . $115.00★
2—JUMBO PARADES, F.P. 65.00★
Late Heads
4—SILVER MOONS, F. P.. 69.50★
4—CLUB BELLS COMBINATION 129.50★
6—HI HANDS COMBINATION . 129.50★
1—BIG GAME . . . . . 75.00★
Payout—Perfect
4—5c SUPER BELLS . . . 170.50★
Combination

Terms: 1/3 Down, Balance C. O. D., F. O. B. Baltimore, Md. Write, Phone or Wire.

The CALVERT NOVELTY COMPANY

COIN OPERATED EQUIPMENT

708 N. HOWARD ST.. VErnon 3034.. BALTIMORE-1, MD.

IMMEDIATE DELIVERY NEW GAMES

Bally VICTORY DERBY — Genco's WHIZZ
Bally VICTORY SPECIAL — Marvels FRISCO
Bally BIG LEAGUE — Chicoin SPELLBOUND
Bally SURF QUEENS
Gottlieb SUPERLINER — Marvels OPPORTUNITY

FIVE BALL FREE PLAYS

Air Circus .. $115.00	Gun Club .. $ 99.50	Sea Raider	Snappy, '41, 5 65.00
Air Maniacs .. 85.50	Hollywood .. 115.00	Sea Sled (4 ball) $85.00	Stars .. 79.50
Big Top .. 150.00	Horse Run, '42 79.50	Silver Up .. 65.00	Star Attraction 87.50
Bolero .. 89.50	Hot Shot .. 89.50	Shangri La ..	Sunshine .. 67.50
Cadets .. 165.00	Invasion .. 99.50	Shangri La (Deluxe) .. 180.50	Sixth Team .. 115.00
Centaur .. 95.00	Jumbo .. 82.50	Shangri La (P. & B.) 78.50	Ten Spot .. 65.00
Defense, Genco 79.50	Keep 'Em Flying .. 135.50	Show Boat .. 72.50	Texas Mustang 82.50
Dixie .. 49.50	Knock Out .. 125.00	Sky Blazer .. 79.50	Velvet .. 65.00
5-10-20 .. 125.00	Majors, '41 .. 85.00	Slap-the-Jap .. 67.50	Venus .. 79.50
Four Aces .. 59.50	Marines at Play 75.50	South Pier .. 62.50	Victory .. 79.50
G. I. Joe .. 69.50	Mills Owls, FP 62.50	Sport Parade .. 67.50	Wings .. 75.00
Glamour Girls 59.50	Mills Owls, SP 62.50	Spot Pool .. 62.50	Yankee Doodle 110.00
Gobs .. 69.50	Monitor .. 59.50	Zig Zag .. 89.50	Yanks .. 79.50

ONE BALL FREE PLAY

Blue Grass .. $150.00	'41 Derby .. $200.00	Pimlico .. $225.50
Contest .. 79.00	Dark Horse .. 150.00	Sport Special .. 150.00

BELL MACHINES

Mills Chrome Bell 5/5 .. $200.00 | Mills Vest Pockets (Blue & Gold) .. $ 48.00

Special—Grottchen Columbia, D.J., 5c .. $70.00

CONSOLES

Kosney Super Bell (5c Combination) .. $250.00 | Kosney Super Bell (Twin 5c-5c P.O.) $900.00

COUNTER MODELS

American Eagle, 1c (F.P.) .. $ 150 | Liberty Bells, 5c (F.P.) .. $150.00
Mercury, 1c Dig. Reel .. 150.00 | Heads or Tails, 1c to 25c play .. 85.00

1/3 deposit with order, balance C. O. D.

MID-STATE CO. 2369 MILWAUKEE AVE., CHICAGO 47, ILL. Phone: Evergiade 2545

WE REPAIR AND REFINISH THE FOLLOWING LIST OF EQUIPMENT TO LOOK AND WORK LIKE NEW!
SLOTS—CONSOLES—PHONOGRAPHS—PINBALLS—ONE BALLS—COUNTER GAMES—CIGARETTE AND VENDING MACHINES OF ALL TYPES. WORK DONE BY EXPERTS.

ADVANCE REPAIR SERVICE
1336 N. WESTERN AVE. Armitage 7822 CHICAGO, ILL.

WE ARE NOW DELIVERING BRAND NEW
EVANS BANG TAILS, FREE PLAY, CASH PAY and COMBINATION P. O. and F. P. CONSOLES
Exclusive EVANS Distributor For Northeastern California

WILLIAMSON DISTRIBUTING COMPANY
1220 KAY STREET SACRAMENTO 14, CALIFORNIA

TUBES and NEW ACCESSORIES

Complete Line of Phonographs and Parts

THE ALBENA STORY

LOW PRICES AND TOP QUALITY NEVER GO HAND IN HAND

We are exclusively in the USED "Coin-Operated" PHONOGRAPH BUSINESS and we have found it profitable to give GOOD AND HONEST VALUES AT ALL TIMES.

EVERY MACHINE IS GRADED . . .

It is either in our first or second grade and that's the ALBENA STORY. Our second grade machines (including WURLITZER, SEEBURG and ROCK-OLA) are sold in their original cabinets and have been reconditioned to look right and operate perfectly for a long time to come. In this grade we sell WURLITZER 412's for $120.00, WURLITZER 616's for $185.00 and WURLITZER 24's for $275.00 . . . all other makes and models at proportionate prices. We are REALLY PROUD TO RECOMMEND OUR FIRST GRADE MACHINES. They're OUTSTANDING INVESTMENTS in coin-operated equipment. All cabinets in this grade of equipment are newly modernized and beautifully remodeled. Every chassis is completely overhauled and will give exceptional service for a long period of time. Every machine in this grade will get top dollar on any location and will deliver excellent performance and profitable returns long after the price tag is forgotten. All our newly modernized machines . . . are now looking as a bright new penny . . . will beautify and brighten every location and can be installed wherever a new machine is demanded and where the income does not warrant a new machine.

Here are examples of prices and terms for MACHINES IN THIS FINE FIRST GRADE—WURLITZER 616. Complete . . . Up. WURLITZER 24's, $375.00. Seeburg MAJORS, VOGUES, CLASSICS and CADETS, $450.00 each. All other makes and models at proportionate prices.

IN FIRST GRADE ONLY, A CASH DISCOUNT OF 10% IS DEDUCTIBLE with each purchase of two or more machines.

YOU MAY BUY WITH CONFIDENCE everything we offer for sale. Our reputation is your guarantee for complete satisfaction.

COUNTER MODELS

BETTER MACHINES FOR LESS MONEY

WURLITZER

5 41s. Each .. $125.00
8 61s. Each .. 140.00
4 71s. Each .. 185.00

ROCK-OLAS

2 With 5-10-25c Coin Chutes Revamped (1937). Each .. $100.00
2 With 5-10c Coin Chutes, Including beautiful cabinet and P.M. Speakers. Each .. 135.00
Plain Stands from $12.50 to $17.50.
Modernistic Lite Up Stands, $25.00 each.

Deposit Required With All Orders!

ALBENA SALES CO.
587 10th AVE., NEW YORK 18, N. Y. • LOngacre 5-8334

COIN CHANGERS

Attractive • Fast • Efficient

Mighty polished chrome finish. Die cast, sturdy, precision mechanism. Simple one-dollar bill base. Automatically returns all coins in excess of 4 nickels or 2 halves with a flick of the finger.

MASTER MODEL .. $87.50
JUNIOR MODEL (2 5c Tubes) .. 17.50

F. O. B. Seattle
(Distributor Discounts)

Northwest Sales Co.

Bell-o-Matic Distributor
3144 Elliott Ave., Seattle 1, Wash.

SPECIAL
A-1 Condition

10 KEENEY SUPER BELLS, 5c Combination $209.50 each

½ Certified Deposit With Order

MILLER VENDING COMPANY
42 Fairbanks St., N. W.
GRAND RAPIDS, MICHIGAN
Phones 9-5632—9-6047

HEINZ NOVELTY CO.
444 MARSHALL, MEMPHIS, TENNESSEE
MILLS COIN MACHINES
THE STATE OF TENNESSEE

PHONOGRAPH ROUTE
FOR SALE
In Florida, consisting of thirty Phonographs and five Pin Ball Tables, all on active locations.
Price $17,500.00
BOX D-349
The Billboard Cincinnati 1, O.

COINMEN YOU KNOW

New York:

(Continued from page 116)

tors and operators, are in Chicago this week attending the NAMA convention. . . . Clarence Lommerin and Edward C. Lenon, Viking Tool & Machine Corporation, will display their coin-operated popcorn vending machine in the Sherman Hotel, November 5-6 during the National Popcorn Manufacturers' Exposition. . . . Harold Levy, Baltimore op, is in town looking over equipment.

Al Blendow, International Mutoscope sales manager, returned this week from Chicago where he attended the manufacturers' publicity campaign meeting. . . . Harry Wartell, Automatic Machine Company, is slated to announce a new vender soon. . . . A new apple vending machine will be tried out next week. . . . Coin Frozen Food venders are now in the works by a New York manufacturer. . . . Sol Wohlman, Pan Coast Amusement Company, will announce new game machine shortly. . . . Rudy Greenbaum, Aireon vice-president, is reported headed this way. . . . Bob and Harry Watson, postage stamp operators, are hard at work designing their own machine.

Jack Minick, Runyon Sales, is host to many out-of-towners this week that are looking over Telomatic. . . . Al Schlesinger, Square Amusement, is due in town next week. . . . Ray Cunliffe, Illinois Phonograph Operators' Association prexy, is reported due here next week for a confab. . . . Monty Gould, Trenton, N. J. operator, claims that a purchase of New York route is in the mill. . . . New coin-operated diathermy machines are on test location in the city.

Ed Ravreby's suite at the Astor is still headquarters for the regular commen gin rummy sessions. . . . D. J. Ambrose, Patchogue, N. Y.; Jack Cohn, Atlantic City; G. A. Koenecke, Columbia, S. C.; Otto Stegmaier, Greenwood Lake, N. Y.; Lewis Berger, Sandusky, O.; Dan Buck, Cincinnati, and Jim Alexander, Rochester, N. Y., were among visiting coinmen this week. . . . Richard Dodds, coin machine operator in Blackpool, England, stopped in the city for a few days on his way to the Atlantic City ice cream and dairy convention starting Monday (21).

SILENT SALES COMPANY
204 11TH AVE., S., MINNEAPOLIS 15, MINN.
MILLS COIN MACHINES
MINNESOTA, NORTH DAKOTA AND SOUTH DAKOTA

BUY—SELL
SLOTS
CONSOLES
PINS
•
YOU NAME IT
WE'VE GOT IT
•
Write, Wire, Phone Today!
H. Rosenberg Co., Inc.
626 Tenth Ave. New York 19, N. Y.
LOngacre 3-2479

a WHIRLWIND for profits
Whirl-A-Ball
★ STILL DELIVERING "BANK BALL"
AMUSEMENT ENTERPRISES, INC.
GEORGE PONSER
IRVING KAYE
2 Columbus Circle, N.Y. 19, N.Y.
Phone: Circle 6-6651

DIXIE
COIN MACHINE COMPANY
910-912 POYDRAS ST., NEW ORLEANS 13, LA.
MILLS COIN MACHINES
STATE OF LOUISIANA

WILL PAY
$60.00
EACH FOR
SEEBURG CHICKEN SAMS
Must Have All Parts
PACIFIC AMUSEMENT CO.
753½ W. San Carlos St. San Jose, Calif.

LEADER SALES AND DISTRIBUTING CO.
4116 LIVE OAK ST., DALLAS, TEXAS
MILLS COIN MACHINES
OKLAHOMA AND NORTHERN HALF OF TEXAS

REMEMBER THIS

acme PLASTICS ARE UNCONDITIONALLY GUARANTEED AGAINST BREAKAGE FOR 3 YEARS

NON-INFLAMMABLE
NON-BRITTLE
SHRINK-PROOF
RIGID MATERIAL
EXPERTLY MOLDED
PERFECT FIT • GUARANTEED

Need Unbreakable! Guaranteed! Clear, Transparent Plastic! Write Today!
500 Preprint Holder, $5.00 Per Set.

Determine Right or Left on You Face Phonograph

ROCK-OLA MODELS Each

Standard, Jr., Deluxe or Super Top Corners $12.75
Lower Slides 12.75
Top Door Plastics 6.75
The Above Available in Solid Red, Yellow, Green.

COMMANDO Each
Top Corners ..... $ 7.00
Top Center 2.00
Lower Slides 12.75
Combination Yellow & Red Color Scheme.

SEEBURG MODELS Each
"Hi Tone"—Model 98DL, 98DQ, 9200, Lower Sides $14.50
"Gabriel"—"Major" Top Corners 2.50
"Classic"—"Colonial" Top Corners 6.00

WURLITZER MODELS Each
24 Top Corners ..... $ 1.20
24 Lower Sides 4.00
51-71-41-600-500 Top Corners .. 4.00
700 Top Corners 7.00
700 Lower Sides 9.50
700 Top Center 2.00
800 Top Corners, Short Left Rad. 8.00
800 TOP CORNERS 10.50
800 Back Sides, Green 9.50
800 Lower Sides 13.50
750 Top Corners 8.75
750 Lower Sides 8.75
750 Top Center 2.00
750 Middle Sides 8.00
850 Top Corners 9.90
850 Lower Sides 8.75
850 Top Center 11.00
1050 Lower Sides 10.00

MILLS
Available in Red, Yellow or Green
Throtne—Empress Top Corners $16.00
Throne—Empress Lower Sides 14.00

SHEET PLASTIC 20"x50"—Non-Brittle, Pliable, 60 Gauge Red, Yellow or Green (Thickness of a New Half Dollar). Per Sheet $14.50.
IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE MAY HAVE IT IN STOCK!

TERMS: 1/3 Deposit With Order, Balance C.O.D., F.O.B. New York. Remit Full Payment and Save C.O.D. Charges. Checks Acceptable!
ORDER FROM YOUR NEAREST DISTRIBUTOR!

ACME SALES CO. 505 W. 42nd ST. New York 18, N. Y. LO. 3-4138

WE ARE OFFERING

THE FOLLOWING A-1 RECONDITIONED 5-BALL GAMES

Five, Ten & Twenty	$109.50	Casablanca	$109.50
Four Diamonds	42.50	Gobs	84.50
Invasion	69.50	Snappy	54.50
Big Parade	109.50	Jungle	59.50
ABC Bowler	52.50	Four Roses	54.50
Ten Spot	49.50	Sink the Japs	49.50
Keep 'Em Flying	119.50	Gun Club	54.50
Sky Chief	139.50	Shangri La	124.50
Mustang	64.50	Suspense	249.50
Super Chubbie	44.50	Spot Pool	54.50
New Champ	57.50	Victory	79.50
Air Circus	99.50	Sport Parade	44.50
		Four Aces	99.50

ARCADE EQUIPMENT (USED)

Bally Rapid Fire ... $ 84.50	Seeburg Chicken Sam .$74.50
Mutoscope Sky Fighter 124.50	

BRAND NEW GAMES FOR DELIVERY NOW

Dynamite, Spellbound, Super Liner, Fast Ball, Whizz, Columbus Vendors, Gottlieb Grippers, A.B.T. Challenger Guns.

We Handle Packard Pla-Mor Music System, Wall Boxes, Model 400 Hideaway and Phonographs.

TERMS: 1/3 Deposit With Order, Balance C. O. D. When ordering pin tables please give second choice, also shipping instructions.

SICKING COMPANY

927 Fort Wayne Avenue Indianapolis 1
Phone - Riley 9700

Don't Pass These Up!

THIS AD IS CHOCK FULL OF GOOD BUYS. FOR GOOD DEALS GET IN TOUCH WITH AMMCO.

Refinished—5 BALL—FREE PLAYS—Reconditioned

ANABEL	$ 42.50	LANCER	$ 39.50	SEA HAWK	$ 52.50
BELLE HOP	69.50	LANDSLIDE	49.50	SPANKY	95.00
BIG SHOW	85.00	LONE STAR	35.00	SPORT PARADE	69.50
BOOMTOWN	45.00	PROGRESS	35.00	SPOT A CARD	65.50
BRITE SPOT	37.50	RED-WHITE-BLUE	39.50	SUPER SIX	59.50
CATALINA, Like New	165.00	REPEATER	49.50	THREE UP	45.00
CLICK	57.50	SCHOOL DAYS	55.00	THREE SCORE	35.00
FLEET, Pinif. Bump.	45.00	SCORE CHAMP	27.50	THRILLER	39.50
FOLLIES	35.00				
GOLD STAR	45.00				
HI STEPPER	42.50				

TEN STRIKES
Rebuilt—Refinished in TWO-TONE VENEER GRAIN CABINETS
$149.50

NEW LOW REDUCED PRICES
on "True Fit" Castings and Cases.
Black Cherry, Silver and Copper Chrome
★ WRITE FOR ★ INFORMATION

Refinished—ARCADE EQUIPMENT—Reconditioned
SHOOT TO TOKYO $ 99.00
RAPID FIRE 109.00
KEENEY SUB. GUN 99.00
ZINGO 159.50
AMUSEMATIC LITE LEACUE 425.00
Western Baseball Pitching Box Plays ..... 75c Each

Refinished—CONSOLES—Reconditioned
MILLS JUMBO, C.P., Late Head. $ 99.50
BALLY CLUB BELLS, Comb. 165.00
SILVER MOON, F.P. 99.50
CALLOPING DOMINOS, 2 Tone, J.P. 225.00

WATCH NEXT WEEK'S AD FOR OUR BIG ANNOUNCEMENT!

FOREIGN TRADE CORDIALLY INVITED TO WRITE TO US
1/3 Deposit With Order, Balance C. O. D.

AMMCO distributors

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DISTRIBUTORS in WISCONSIN and UPPER MICHIGAN FOR AIREON SOLOTONE COTTLIEB EXHIBIT MUTOSCOPE A.B.T. FIRESTONE AMUSEMATIC CORP. CLASS MFG. CO. RECORDS STERLING JUKE BOX COSMO

In WISCONSIN and UPPER MICHIGAN
Your BEST BET. is

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For the BEST buys!

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★ PHONOGRAPHS ★

WURLITZER

VICTORY MODEL ROTARY	$400.00	24 HIDE-A-WAY	$350.00
412	150.00	600R	400.00
716	200.00	24	325.00
616	200.00	616 PACKARD KEY., MARBLE GLOW	325.00
616, Illuminated	250.00	500R	475.00
800	625.00	600R	450.00
850	750.00	71 COUNTER WITH STAND	250.00

ROCK-OLA

COMMANDO	$625.00	SUPER ROCKOLITE, DIAL SELECTOR	$500.00
PLAYMASTER and SPEX	400.00	GLAMOUR	75.00
PLAYMASTER and GLAMOUR	400.00	SPECTRAVOX	75.00
PLAYMASTER	350.00		

SEEBURG

9800	$625.00	CLASSIC	$450.00
8200	650.00	PLAZA	400.00
8800, R.C.	650.00	REGAL	400.00
COLONEL, R.C.	550.00	CASINO	300.00
	REX HIDE-A-WAY	$350.00	

MILLS

'39 THRONE	$350.00		
		RINGING TOWER, Model 201	$400.00

WANT TO BUY
SEEBURG—
USRI—USR2—SR4
UNITS
Advise Quantity and Price

ACCESSORIES

Wurlitzer, Model 24 Amplifiers (Complete with tubes)	$ 64.50
Wurlitzer Model 126 Boxes	39.50
Rock-Ola 6 or 8 ar Bases	29.50
Rock-Ola 8 Wall Boxes	29.50
Seeburg 8 Spkr. W.O.W., 82	36.00
Universal Bar Brackets	7.00

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2606 W. FOND DU LAC AVENUE, MILWAUKEE 6, WISCONSIN. Telephone: KILBOURN 2032

BUY FROM MARKEPP — It's Safer!

BE WISE

A. B. T. CHALLENGER SAMPLE $65.00

WRITE FOR QUANTITY PRICES

DAVAL'S NEW FREE PLAY $75

Marvel Price	$195.00
Marvel Catalina	175.00
Marvel Hollywood	175.00
Pilot	40.00

5-BALL PIN GAMES

Victory	$ 89.50
New Champ	65.50
6-10-20	110.00

Mortimer Play	$88.00
Owl	40.50
Hi-Dive	89.00

NEW AND USED ARCADE EQUIPMENT

NEW Love Analyst	$225.00
NEW Supersell, 10-ft. Step Ball	349.50
SEEBURG Target, Gun	58.50
EVANS Six Ball	79.50

CAIL-O-SCOPE Picture Machine	$ 20.00
CHICAGO COIN Hockey	175.00
BALLY Rapid Fire, Conv.	125.00

CHICAGO COIN Gaalco	$325.00
BALLY Defender	125.00
KEENEY Air Raider	125.00
EXHIBIT Merchandiser	45.00

SEEBURG Rex Wire-less Hideout	$275.00
SEEBURG Hi-Tone 8809, R.C.	550.00
ROCK-OLA Moderne Corner Bracket	45.00

MUSIC

ROCK-OLA Play-master Rockinola	$385.00
MILLS Empress	325.00
MILLS Throne	200.00
WURLITZER Vic. 500-K	430.00

WURLITZER 600 R	$375.00
ROCK-OLA '56 Deluxe	495.00
WURLITZER 61	150.00
WURLITZER 412	150.00
WURLITZER Vic. 24	350.00

ALL MACHINES CARRY MARKEPP GUARANTEE

4310 GRANDVIEW AVE. The MARKEPP Co. M. M. MARCUS & SONS TEL. HEnd. 1043 CLEVELAND 3, OHIO

PIN GAMES

Scoop	$39.50
Bombardier	89.50
Landslide	39.50
Cadillac	39.50
Gold Star	59.50
3-Up	39.50
Strip Teaser	79.50

Hi Hat	$69.50
Three Score	49.50
Bubbles, New	175.00
Target Skill	49.50
Silver Skates	59.50
Show Boat	69.50
Bordertown	39.50

CONSOLES

Bally Club Bell Comb	$185.00
Paces Reels Comb.	149.50
Mills 5c Blue Front	125.00
Jennings Blue Skin	145.00

MUSIC

Wurlitzer 412	$139.50
Wurlitzer 51 C. M.	129.50
Wurlitzer Colonial P	485.00
Rock-Ola Master	425.00
Packard Wall Boxes, New	38.95

NEW PINS

Daval Free Play	$75.00
Spellbound	325.00
Superliner	322.00
Fast Ball	330.00
Big League	299.50

Whizz	$189.50
Guitar	54.00
Challengers	65.00
Gottlieb 3-Way Grippers	39.50

ARCADES

Photomats	$600.00
Undersea Raider	225.00
Batting Practice	115.00
De Luxe Western Baseball	110.00
Goalee	325.00
3 Love Meters on 1 Base	150.00
Chi Coin Hockey	185.00
Super Bomber	225.00
Evans Tea Strike II. D.	79.50
Rapid-Fire	99.50

Revolve-Around Safes
Single-Double-Triple
$175-$250-$275

Write for Price on New NORTHWESTERN PEANUT MACHINES

International Coin Machine Distributors
2436 ST. CLAIR AVE. Main 5749 CLEVELAND, OHIO

This is IT!

A New Sensational
DAVAL Counter Game
"Free Play" ... with a FREE PLAY Feature!

Like a Pin Ball Game, pays out only Free Plays. Accumulated Free Plays can be played off or cancelled & registered on inside. This new All-Mechanical, Precision Built Daval Counter Game will make you the biggest, quickest, profits on the smallest investment in the entire Coin Machine Field.

PRICE $75.00 F. O. B. CHICAGO

Don't Wait! Don't Delay! Order Today!

TRIMOUNT COIN MACHINE CO.
40 WALTHAM STREET Tel.: LIBerty 9480 BOSTON 18, MASS.

COINMEN YOU KNOW

Kansas City:

(Continued from page 114)

Packard Manufacturing Corporation. . . . F. L. Miller, of Joplin, Mo., was in last week for one of the new hide-away units to use as a record changer on his new Sole-Tone wall boxes. . . . One of the oldest operators in this section, Ray Laughlin, of Salina, Kan., was a caller at Automatic.

W. R. Doze, now juke operator at Kingman, Kan., was in town on a buying trip. . . . Johnny Williams, of General Novelty Company, Chanute, Kan., was in, buying and comparing business with local coinmen.

Ed Nettles, of Music Service Company, returned from a short business trip to Chicago. . . . Partner Frank Murry spent some time in St. Louis taking in the World Series. Back on the job at Melody Lane Music Company is Mrs. George Wormington, who has been off with a cold. Lee Beaston, J. C. McGee and C. B. Perry, owners of Midwest Distributing Company, Newton, Kan., were in on a buying trip and reported business good in their section. Clarence Bevan, who recently started the Bevan Amusement Company at Brookfield, Mo., took time out to come in for equipment.

Carl Hoelzel, of United Amusement Company, spent Sunday in St. Louis at the series. . . . Partner, Zor Gershon, took in the festivals on Tuesday. . . . Orville White, United's Colorado district sales manager, was in for a confab and to check on production outlook. . . . New steno to help secretary Mildred Nelson is Rose Marie McKinnon. . . . Callers at United Amusement included Pat Hanlon, Garden City, Kan., and Sam Yaras, Dallas.

Coinmen represented in the Playgoers League, Inc., which brings legit presentations into K. C.'s Music Hall, are J. Renz Edwards, of Cigarette Service Company, Kansas City, Kan., member of the executive committee; Randolph C. Walker, president of Aircon Corporation, patron, and Mrs. John T. Pierson, patron, wife of the Vendo Company executive. O. W. Glenn, Las Vegas, Nev., stopped off in K. C. to visit the trade on his way home from a business trip to Chicago.

Other out-of-towners calling on the trade were Charles Hertlinglar, who owns the Star Amusement Company, Tulsa, Okla.; A. H. Fearing, Lawrence, Kan.; Roy Greaves, Pratt, Kan.; L. A. Fraser, Abilene, Kan.; O. A. Getty, Lebanon, Mo.; F. J. Tolschoe and W. N. Evans, Emporia, Kan.; M. A. Hubbell, Eureka, Kan.; Bryan McCullough, Great Bend; C. E. Conroy, United Music Company, Joplin, Mo.; C. D. Liggett, St. Joseph, Mo., and R. C. Lykke, Salina, Kan.

IN WESTERN PENNSYLVANIA AND WEST VIRGINIA

The New AMI 40 SELECTION PHONOGRAPH

Is distributed exclusively by

AMERICAN COIN-A-MATIC MACHINE CO
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PHONE ATLANTIC 0577

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For Groetchen Typers

We Use Finest Aluminum
Standard Thickness • Satin Finish

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Samples on request.

METAL TYPEWRITERS
Completely Refinished and Rebuilt like new.
$275.00
Write for Photo

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DISTRIBUTING COMPANY
914 DIVERSEY • CHICAGO 14, ILL.

PACE
THE BIGGEST NAME IN BELLS

$1.00 50c 25c 10c 5c

PACE MFG. CO. INC.
2909 INDIANA AVE.
CHICAGO ILL.

PHONOGRAPHS WANTED

We will pay cash for
WURLITZER 500 ..... $200.00 Cash
SEEBURG REX ..... 125.00 Cash
Must be in good condition.

BYRON NOVELTY CO.
2045 Irving Park Rd., Chicago 18, Ill.

Gottlieb's SUPERLINER?

READY TO GO!

Here's an exciting game "souped-up" for profits, and going out daily!

Moreover, back of every Lazar machine, is a service built on 27 years of hard-earned experience in the coin machine industry.

ORDER TODAY

After 27 years, being a friend is a habit

D. D. LAZAR CO. 1635 FIFTH AVE. Phone: Grant 7818 PITTSBURGH 19, PA.

NEW MACHINES NOW BEING DELIVERED

BALLY BIG LEAGUE	$299.50
DRAW BELL, 5c COMBINATION	477.50
DRAW BELL, 25c COMBINATION	497.50
DAVAL'S GUSHER, JP & BONUS	54.00
GOTTLIEB SUPERLINER	322.00
CHICAGO COIN SPELLBOUND	325.00
EXHIBIT'S NEW FAST BALL	330.00
GENCO WHIZZ	189.50
SILVER KING NUT VENDORS	13.95
BALLY UNDERSEA RAIDER, Floor Sample	225.00
GOTTLIEB Improved DeLuxe GRIP SCALE	39.50
A. B. T. CHALLENGER. Beautifully Designed	65.00
VICTORY SPECIAL	WRITE
ACE COIN COUNTER	139.50
NEW SLOT STANDS	27.50

SLOTS — 1-BALLS — CONSOLES

Bally Club Bell, Comb., Late	$210.00	Mills 5c Brown Front	$145.00
Super Bell, 5c, Comb., F.P. & P.O.	220.00	Mills 10c Brown Front	165.00
Sport Specials	125.00	Mills 5c Hand., 3/8, F.P.O.	185.00
Mills O.T., Gilt, Gold, Rail., 5c	85.50	Jenn. Chief, 10c	125.00
Mills 25c O.T.	110.00	Jenn. Bronze or Stand. Chief, 5c	299.00
Mills 5c Vest Pockets, Refin.	45.00	10c	$395.00; 25c 315.00
Mills 10c Gilt, Gold	210.00	Jenn. Super De Luxe Lincoln Chief, 5c	325.00
Mills 5c Blue Front	185.00	10c	$334.00; 25c 344.00
Mills 10c Blue Front	185.00	Oak Trophy	240.00

RECONDITIONED 5-BALL FREE PLAY GAMES

Streamliner	$190.00	Venus	$ 89.50
Catalina	179.50	Genco Victory	89.50
Gottlieb Liberty	165.00	Capt. Kidd	89.50
Sky Chief	165.00	Gun Club	89.50
Keep 'Em Flying	155.00	Texas Mustang	79.50
Hollywood	135.00	Spot Pool	74.50
Yankee Doodle	135.00	Bolaway	79.50
Big Parade	135.00	Kismet	79.00
Midway	129.50	Four Roses	72.50
Four Aces	129.50	Spot a Card	72.50
5-10-20	129.50	Sea Hawk	67.50
Knockout	129.50	Atlantic Bowler	69.50
Marines at Play	119.00	Tom Spot	64.50
Invasion	99.00	Eagle Squadron	59.00
Argentine	89.50	New Champ	59.50
Topic	89.50	7-Up	59.50
Defense	89.50	Big Chief	49.50

ATTENTION EXPORT TRADE!

Just Off the Press— Our New 1946 Coin Machine Catalog! Contains Reconditioned Phonographs and all other types of Coin-Operated Equipment. Send for your FREE copy. Excellent service again available for our old and new customers!

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. Phone: BUCKingham 6466! CHICAGO

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ATLAS PERSONAL SERVICE

brings you exactly what you need, right when you want it, from the industry's greatest supply of Coin Machine Parts. In stock for immediate delivery at all times are parts and accessories for every type of equipment—Pin Games, Consoles, Bells, Phonographs, Arcade Machines, etc.

If your present needs are not listed below, tell us what you need . . . we have it! You can rely on Atlas Parts Service to help you keep valuable machines in profitable operation. All orders receive prompt attention and are shipped without delay.

SPECIAL PARTS VALUES

Steel 1 Balls, 1 1/6"	$ .12	Rail Rubber. Per Foot	$ .10
Fusestats, 3/5	.15	Micro Switch	.95
3000 Ohm Resistors, Variable	.40	Plastic Islands	.15
Rapid Fire Gun Castings	15.00	Cash Books. Per 100	8.00
Independent Pin Game Locks	.70	Large Dead Rubber Rings. Doz.	.25
Sheet Plastic	12.50	Western Baseball Coils	5.00
Mills Idler Gears	1.25	Western Baseball Flaps	.50
Mills Reel Glasses (Set of 3)	1.00	Millimeters	4.75
Leg Levelers (Set of 4)	.55	Curved 10 Strike Glass	2.50
4-Ball Glasses (Set of 5)	8.00	Panoram Photo Electric Cells	2.00
Chicken Sam Amplifiers	30.00	Substitute Mills Locks	1.50

Write for the Complete Atlas List. Contains thousands of genuine parts for all makes and models of old and new machines.

Terms: Orders over $10.00, 1/3 Deposit, Balance C. O. D. Cash with Order under $10.00.

ATLAS NOVELTY CO.
2200 N. WESTERN AVENUE CHICAGO 47, ILLINOIS

EAGLE PLASTICS

are "Unconditionally" Guaranteed!

YOUR MONEY BACK IF NOT COMPLETELY SATISFIED!

COLORS SOLID—through and through—not sprayed or painted!

New Clear, Transparent PLASTIC WINDOWS for your model 850 program holder . . . . . $5.00 per set

WURLITZER	Each
800 Top Corners	$16.50
800 Lower Sides	13.50
800 Middle Sides	3.00
800 Top Centers (Right or Left, Red)	8.00
800 Back Sides (Green)	9.50
800 Top centers (ivory)	4.00
600, 500 Top Corners	4.50
700 Top Corners	7.50
700 Lower Sides	9.50
700 Back Sides	8.50
750 Top Corners	8.75
750 Lower Sides	8.75
750 Top Center	4.25
750 Middle Sides	2.00
850 Top Corners	9.50
850 Lower Sides	11.75
850 Top Center	11.00
850 Peacock Glass	3.50
950 Lower Sides	10.50
24 Top Corners	1.00
24 Lower Sides	4.00
41-61-71 Top Corners	4.50

ROCK-OLA	Each
Standard, Master, Deluxe or Supers:	
Top Corners (Solid Red, Yellow or Green)	$13.75
Lower Sides (Red or Yellow)	12.75
SEEBURG	
"Hi-Tone" Model 9800, 8800, 8200:	
Lower Sides (Solid Red, Yellow or Green)	14.50
"Hi-Tone" Grille Pilasters	2.25
"Classic"—"Colonial":	
Top Corners (Solid Red, Yellow or Green)	6.00

SHEET PLASTICS

20" x 50"—Flexible—Per Sheet.
50 Gauge, Red, Yellow, Green or Clear $12.50

If You Don't See What You Want . . . Ask for It! We May Have It In Stock!

EAGLE COIN MACHINE CO.
1514 N. Fremont Ave. • Chicago 22, Illinois • Phone: Michigan 1247

BUY THE BEST AND LATEST

K-80 ASTROLOGY SCALE

Expertly rebuilt

$169.50

Includes 18,000 (6 Sets) ASTROLOGY TICKETS

1c Coin Chute

ARIES

MARCH 21 to APRIL 19

1. LOVE NATURE No. 1. During this period your love nature adjusts itself and becomes more settled. Those who are married should normally during the first twenty days of this period. After that you will become more positive. Be more suave and idealistic. You will be wise to, from-time-to-time read Card No. 3 about MARRIAGE AND BUSINESS PARTNERSH.. 1

Tickets for ASTROLOGY SCALE $5.00 for Set of 3,000

1/3 Deposit With Order

The VENDING MACHINE CO.

FAYETTEVILLE, NORTH CAROLINA

IOWA STATE SALES

567 7TH ST., DES MOINES, IOWA

MILLS COIN MACHINES

STATE OF IOWA

FOR SALE

10 Frame consolidated automatic Duck Pin Bowling Alleys in good condition, 60 feet long, 4 ½ feet wide. Can be set on any floor. Can make $75.00 daily profit. Help necessary, only one man to collect money. Reasons for selling, I have a large chain of restaurants to contend with. Price for 10 Alleys, $2,000.00.

A. R. DIAZ

114 W. Carolina St. San Antonio, Tex.

Phone Lambert 24851

COINMEN YOU KNOW

Chicago:

(Continued from page 120)

numbers. Among these were I. H. Houston, H. F. Korholz, R. E. Parks and William Tandler for Spacem Inc., New York; Ford S. Mason and Harold Nelson for Ford Gum & Machine Company, Lockport, N. Y.; W. H. Mann, Fred Bashr and Arch Patton for G. V. Corporation, New York; Edward Leeson and Clarence Lommerin for Viking Tool & Machine Corporation, Belleville, N. J., and Frank Harmon and William Walton for C. C. Bradley & Sons, Inc., Syracuse.

Other Eastern firm delegations included John Haddock, Burnhart Glassgold, Julius Levy, Ralph Littlefield, James Martin and Donald Ordway for DuGrenier, Inc., Haverhill, Mass.; John Pickens and James Soch for Bell Aircraft Corporation, Burlington, Vt.; Lawrence Reiss, Statler Manufacturing Corporation, New York; John W. Hall, Automatic Distributing Company, Newark, N. J.; Frank Shumann, Maurice Auerbach, Robert Helligman, Neill Mitchell and Ben Spira for Lehigh Foundries, Inc., Easton, Pa., and for Rowe Manufacturing Company, Inc., R. Z. Greene, George Seedman, Charles Brinkman, Richard Gluck, Jack Gordon, John Mill, John Moran and Ralph Phipps were present.

Up from Missouri were heads of several vending machine firms, together with distributor representatives. Jerry Manning, F. C. Stellins and Fred Wallis came for National Slug Rejectors, Inc. St. Louis. Ray Dahlstrom was here from American Vending Corporation, Kansas City. From the Vendo Company, Kansas City, delegation included E. F. Pierson, F. N. Pierson, W. E. Brust and R. H. Erickson.

Firms which have headquarters in Chicago and Downstate Illinois had good representation, too. Waldo Bolen and W. R. Greiner were here from Northwestern Corporation, Morris; Clarence Adelberg held the fort for Stoner Manufacturing Corporation, Aurora, and Sam Kogen, Leon Segal and Jim Burk represented the Vendit Corporation, Chicago. A. G. Alex, Burt F. Riel and Robert Sayles, of Chicago's Vendall Company, attended. Another Chicago firm, Johnson Fare Box Company, was represented by F. J. Burt, H. E. Forester, H. R. Griesemer and F. C. Sturrock.

C. F. Forsthoefel, head of Reveo, Inc., Deerfield, Mich., was another manufacturer from the Midwest. William S. Lemp represented F. L. Jacobs Company, Indianapolis, Ind. Frank Vogel was here from Columbus Vending Company, Columbus, O. Both A. F. and B. A. Farina, of Messrs. Farina & Company, came from San Francisco.

Hundreds of operators, forming the backbone of the meeting, came from every section of the country, and a heavy attendance of supplier firms' representatives rounded out a convention which tied together every phase of the vending machine industry.

LIBERTY FRUIT BELL

Reconditioned like new.

TAKES IN NICKELS

PAYS CUT QUARTERS

A great automatic payout machine for the play. Pays out fruits and bells like token 1BZ slugs when winning fruits symbols appear. Comes with 138 tokens bearing odds low as 3 to 1, high as 100 to 1. FILL PAYOUT TUBE WITH REAL QUARTERS IF TERRITORY WILL PERMIT. $39.50 each

32.00 lots of 2

27.50 lots of 10

BRAND NEW WINGS

5-Reel Cigarette Game

WINGS is a great favorite with cigar counter proprietors, as WINGS really means spring the profit per penny. Player pulls right side lever for his token. Special window on side shows him odds played. The award plate reads 1 and 2 free games, 1 pack, 4 of a kind—5 packs, 5 of a kind—10 packs. Rarely 1c or 5c play. ALSO 10c or 25c play.

YANKEES, POK-REEL and KLIX machines. Price list on machines listed.

$24.50 Ea. $22.50 Lots of 5. F.O.B. Chicago.

1/3 Deposit Required with Order.

Balance C.O.D.

WRITE FOR OUR CATALOG

WANT all types and makes of Counter Games. Many other makes of Counter Machines. Tell us your needs.

Abco NOVELTY CO.

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Manufacturers of Electro-Mechanical Amusement Devices

701-703 Monroe St., Hoboken, N. J.

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NEW JERSEY OPERATORS

WE HAVE ALL NEW BALLY GAMES AND A COMPLETE LIST OF MECHANICALLY PERFECT GAMES.

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Phone: Cliffside 6-2892-3

SPEED IRONS

Special price on brand new Welter Speed Irons, $10.50 each

Lots of 100—$950.00

Heath Distributing Co.

217 Third St. Macon, Ga.

SLOT OPERATORS, ATTENTION

BARGAIN IN MILLS SLOTS

For Sale—Mills Slots, 5c Blue Fronts, $100.00; 10c Blue Fronts, $110.00; 25c Blue Fronts, $125.00; 1c Brown Fronts, $130.00; 25c Brown Fronts, $150.00; 5c Silent Chrome, $100.00; 10c Silent Chrome Fronts, $100.00; 25c Silent Chrome, $150.00. All Machines are in A-1 condition, ready to go out on location. Good insurance and transportation. Write—Phone—Wire General Sales Co., 1031 Main St., Dubuque, Iowa. Telephone Dubuque 733.

IMMEDIATE DELIVERY!

KEENEY'S 3-WAY BONUS SUPER BELL

KEENEY'S TWIN BONUS SUPER BELL

DAVAL'S "FREE PLAY"

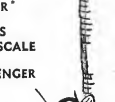
WILLIAMS' DYNAMITE

GOTTLIEB'S SUPERLINER

GOTTLIEB'S 3-WAY GRIP SCALE

A.B.T. CHALLENGER

ALL OTHER CURRENT MACHINES ALSO AVAILABLE



TRIMOUNT COIN MACHINE CO.

40 WALTHAM ST., BOSTON, MASS.

Tel. LIBerty 9480

SLOT BARGAINS

MILLS ORIGINALS

1 25c Cherry Bell, 3/8, Serial No. 416694 ..... $165.00

1-25c Blue Front, 3/8, D.P., D.J.P., Ser. 83476 ..... 145.00

1 25c Blue Front, 3/8, K.A., D.P., S.J.P., Ser. 416694 ..... 145.00

1 25c Red Gill, Gold Cherry Bell, 3/8, K.A., Ser. 10001 ..... 155.00

1 25c Chrome Brown Fr., 3/8, K.A., D.P., S.J.P., Ser. 464707 ..... 155.00

2 5c Gold Chrome, 3/8, K.A., D.P., S.J.P., Ser. 472687 ..... 150.00

Ser. 472694 ..... 150.00

3 Double Cabinets, 2 Door, Without Locking Bars 30.00

1 Double Cabinet, 1 Door 20.00

1 O.T. Metal Stand 6.00

JENNINGS

1 5c Mint Silver Chief, S.L.P., 3/5 ..$100.00

1 25c Mint Silver Chief, S.L.P., 3/5 .. 125.00

1 10c Silver Moon Chief 110.00

1 10c Chief, Ref., 3/5 ..... 90.00

Terms: 1/3 Deposit With Orders, Balance C. O. D. or S. D.

MITCHELL NOVELTY CO.

1629 W. Mitchell St. Milwaukee 4, Wis.

NEW ENGLAND HEADQUARTERS FOR

New Mills Slots
New Grotchon Slots
Revamped Mills Slots
Used Mills Slots
Used Grotchon Slots
Used Jenkins Slots

New Five-Ball Games
New One-Ball Games
New Consoles (Bally)
Used Five-Ball Games
Used Consoles
Write for Complete Price List.

WANTED FOR CASH

Used Jennings Standard, De Luxe and Super DeLuxe Chiefs
Used Mills Original Black Cherry Bells
Used Mills Original Escalator Model Slots
STATE LOWEST CASH PRICE IN FIRST LETTER.

Automatic Coin Machine Corporation

336 Chestnut St. SPRINGFIELD, MASS.

Telephone 4-1100 or 4-1106

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BY MARVEL

Yes, Sir! A GREAT Name For a GREAT Game!

- Dynamic Player Appeal
- Schematic Diagramming
- Dependable Performance
- Location Tested
- Knockout Pocket
- 5000 Ball Return
- Double Roll Over Lane
- Curves and Color
- Beautiful Lite Box
- Advanced Scoring

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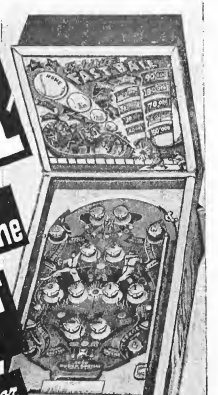

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CHICAGO COIN'S GOALEE	425.00	MARVEL'S FRISCO	279.50
GENCO'S TOTAL ROLL	WRITE	GENCO'S WHIZZ	189.50

RECONDITIONED EQUIPMENT

MUTOSCOPE SKY FIGHTER	$209.50	MILLS 5c BLUE FRONTS, LATE	$129.50
PERISCOPE	129.50	MILLS 10c BLUE FRONTS, LATE	139.50
EVANS TOMMY GUN, LATEST	119.50	MILLS 25c BLUE FRONTS, LATE	149.50
CHAMPION HOCKEY, F.S.	149.50	MILLS VEST POCKETS, GREEN	42.50
WILLIAMS ZINGO	159.50	MILLS VEST POCKETS, B & G	49.50
BALLY KING PIN	189.50	USED SLOT STANDS	19.50
WATLING BIG GAME, F.P.	89.50	WILD FIRE	59.50
JENNINGS SILVER MOON, F.P.	114.50	SCHOOL DAYS	59.50
EVANS '40 GALLOPING DOMINOS, I.P.	175.00	FAN AMERICAN	64.50
EVANS LUCKY STAR	125.00	SKY RIDER	109.50
BALLY CLUB TROPHY	209.50	SEVEN UP	67.50
BALLY '41 DERBY, F.P.	229.50	'41 MAJORS	69.50
BALLY RECORD TIME, F.P.	149.50	METRO	49.50

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No Free Samples of

"TALKING GOLD"!

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The entire trade has seen "Talking Gold." Most of the trade already has it. Operators everywhere know that "Talking Gold" plastic grille cloth adds the kind of flash and appeal to your juke boxes which bring in extra heavy earnings.

"Talking Gold" plastic grille cloth comes in sheets 20"x50" (or multiples of this size). Price: 1c per sq. inch. Full sheet (1,000 sq. inches) $10.00.

Save waste! Save money! Buy large roll. Use as needed. IF YOU HAVEN'T ALREADY PLACED YOUR ORDER — WHAT ARE YOU WAITING FOR?

DISTRIBUTORS: Some exclusive territories are still open. Write on your letterhead for our 100% co-operative deal.

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DO YOU WANT MORE LOCATIONS?

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USE PACKARD PLA-MOR WALLBOXES AND PACKARD EQUIPMENT

EVERY BOX A LOCATION

They will increase your take—Available for Delivery

SLOTS—REFINISHED—REPLATED—LIKE NEW

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CLUB CONSOLE BELLS—GOLDEN FALLS—TOTAL ROLLS
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SPECIAL REPLACEMENT AMPLIFIERS FOR ALL PHONOGRAPHS $49.50

24 Hour Service on Amplifier Repairs

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230 Lake Ave. So. Duluth 2, Minn.
2029 Washington Ave. So. Minneapolis 5, Minn.

Manufacturers Face Possible Rail Embargo

WASHINGTON, Oct. 19.—Already faced with a serious shortage, coin machine manufacturers were this week confronted with a possible embargo on less-than-carload freight, according to the United States Chamber of Commerce here.

Manufacturers now shipping at less than carload space would be cut out of the picture by the restraint, it was indicated, unless they shipped at full car space. It was suggested that they would likely follow other manufacturers in the trailer truck shipping trend.

May Be Needed

Chamber declared that the restraint would become necessary unless present, widespread congestion in boxcar shipping is eliminated. They said the present shortage is, in a large measure, due to the lack of storing space.

Many manufacturers were met with a circle of events caused by the boxcar shortage. Because they could not get materials from other manufacturers they could not produce in quantities large enough to make large shipments. Most coin machine manufacturers were, when using freight cars, shipping at less-than-carload space.

Increased production of trailer trucks offered many manufacturers a solution to the problem of small shipments. Already many Chicago coinmen were turning to this form of transportation to handle their products.

One Chicago firm divided its shipments to 65 per cent by railroad and 35 per cent by truck, dealing mostly in less-than-carload freight. They reported that, until this date, there had been little difficulty in their transportation.

Relief in sight thru new freight car construction is limited, the chamber declared, with 55,000 new cars on order and promised delivery of 7,000 per month. The railroads, they said, have 1,725,000 cars on hand while private owners have 250,000 cars.

The shortage of cars, according to the chamber, is expected to continue this winter with an easing of the acute shortage hoped for about that time.

METAL TYPERS

NEW MACHINES

EXPERT REPAIR SERVICE

METAL TYPER DISCS

WRITE US FOR THE BEST

DISC PRICES

$6.00 TO $12.00 PER 1,000

STANDARD SCALE CO.

715 N. KINGSHIGHWAY, ST. LOUIS 8, MO.

Successors to the Crestchen Tool Co. In the manufacture of Metal Typer Name Plate Machines and Medals.

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Largest Stocks. All Popular Sizes and Types. Fine Cards — Low Prices — Fast Service.

FREE Catalog Write

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CHIPPEWA FALLS, WISC.

ATTENTION, EXPORT BUYERS

The New Seacoast Catalog Is Ready for Mailing —FREE!

This fully illustrated, up-to-the-minute catalog contains complete data on music machines, accessories, vending machines, and amusement games. Write for your copy today! If more than one is needed, simply ask. See Seacoast and You See the Finest.

ATENCION, COMPRADORES PARA LA EXPORTACION

El Nuevo Catalogo 'Seaconst' Esta Listo Para El Correo —GRATIS!

Este catalogo, enteramente illustrado y al dia, contiene informacion completa acerca de fonografos automaticos, maquinas automaticas para vender cigarillos, etc., y para entretenimiento, y sus accesorios. Escribanos hoy por su copia! Digamos el necesita mas de una. Consulte a 'Seacoast' y Vera Lo Mejor.

SEACOAST DISTRIBUTORS, INC.

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Exclusive Rock-Ola Distributor in Northern New Jersey

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Exclusive Rock-Ola Distributor in Greater New York

VALLEY SPECIALTY CO.

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MILLS COIN MACHINES

WESTERN NEW YORK STATE

BRAND NEW

GOTTLIEB 3-WAY GRIPS

$39.50

THOMAS NOVELTY CO.

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MILLS 1-2-3 FREE PLAYS

$42.50 EACH

1/3 Deposit, Balance C. O. D.

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Immediate Delivery — $3000 for the following Phonographs:

1 New Rock-Ola Model 1422
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1 Used Seeburg Model 8200, ESRC
5 Cenco Total Rolls, Like New, Used 2 Weeks .....$389 Each
Send ½ Deposit With Order.

American Vending Co.

1891 Coney Island Ave., Brooklyn, N. Y. Esp. 3-1836

810 5th Street, Miami Beach, Fla. 58-1619

ROUTE FOR SALE IN NEW ENGLAND

VERY ATTRACTIVE

BOX D-324

The Billboard Cincinnati 1, O.

Army Post Locations May Benefit in Closing Snag

WASHINGTON, Oct. 19.—A possible reprieve to coinmen, concerned over the closing of army post locations, was indicated by the War Department this to week. Camp closings, they said, had struck a snag in local opposition.

Announcement disclosed that more than half of the army camps have have been declared surplus since V-J Day. From a peak of 2,075, active posts have been cut to 827. More, they said, are marked for closing.

Local opposition, such as chambers of commerce, have built up resistance to the closings or any proposal to shut off local military pay rolls, the War Department asserted. In some instance, it was stated, they have the support of congressmen.

Army Slashed Needs

Post locations suffered a play cut when the army slashed merchandise needs last year, due to the increased number of men discharged. At the time, however, it was felt that the locations would draw good play for many months.

According to army regulations, vending and amusement machines could be installed in posts in one of four ways: Outright purchase for cash or installment contract; rental-purchase; loan; rental. Machine operators were mostly interested in the latter two courses.

During the war it was found that coin-operated machines had a definite place in military camps, especially machines which dispensed merchandise and entertainment.

A peak month in a California army post showed that 400,600 bottles of soft drink were vended by machines there. A New Jersey camp reported that soldiers smoked more than 2,100,000 cigarettes there every month.

Types of Machines

Vending machines on location in army posts were mostly of the soft drink and candy type. Amusement devices included most types of pinballs as well as jukes. Most of the machines were operated in PXs and restaurants.

Present War Department policy is to concentrate the post-war active army on a small number of installations where the best facilities are available, it was said.

Posts thus far disposed of include sprawling temporary camps in isolated areas, hospitals turned over to the Veterans Administration and emergency munitions plants and depots.

At the wartime peak there were 615 posts camps and stations used by the ground and service forces, 1,290 air force installations and some 170 industrial plants under War Department control.

Berger To Head Diathermy Firm

NEW YORK, Oct. 19.—Harry Berger has succeeded Stanley Arnold as president of the Coin Diathermy Corporation here, manufacturers of diathermy machines, it was announced by the firm.

Company also revealed that 15 machines went on test locations and more machines are coming off the production lines. Machines on test locations are receiving good play, according to the firm.

An announcement to distributors throut this country and Canada will be issued shortly by the firm, it was revealed. Machine vends five minutes of radio wave heat. Heat operates from the inside out upon the insertion of a quarter.

New Active Amuse. Branch in Scranton

SCRANTON, Pa., Oct. 19.—Second Pennsylvania office of Active Amusement Machines Company was opened this week by Joe Ash at 1120 Wyoming Avenue here. One of the features of the new office, Ash said, will be its parts department.

Other offices of Active are in Philadelphia and Newark, N. J. Irv Morris is in charge of the Newark office.

S. Stiebel Granted Charter For Louisville Coin Firm

FRANKFORT, Ky., Oct. 19.—Sidney L. Stibel, known to coinmen as an official of Southern Automatic Music Company, Louisville, has been granted a charter from the secretary of state for the firm of S. L. Stiebel Company, also of Louisville.

Announcement indicates that the company will deal in coin-operated devices, with $5,000 capital stock. Listed with Stibel are Bess F. Stibel and W. W. Waldman.

Schulnick and Koondel Will Visit Showing of Shoe Mach.

MILWAUKEE, Oct. 19. — Lucky Schulnick and Al Koondel, partners in Empire Coin Sales, of Coney Island, N. Y., will be among those distributors present at a showing December 12-15 here for Shine-o-Mimit service machine, according to A. R. Slade, general manager of Coin-Arts.

FOR SALE
WURLITZER SKEEBALLS
GENCO BANK ROLLS
BALLY'S KING PINS
THESE MACHINES ARE IN GOOD CONDITION—WERE TAKEN IN TRADE ON OUR NEW
BANG-A-FITTY
BALL BOWLING GAME
Genco Whizz $189.50
Coinfield Superliner 312.00
Exhibit Fast Ball 330.00
Williams Dynamite 394.50
Chicago Coin Spellbound 325.00
WILL TAKE FOR TRADE
ANY GENCO AND CHICAGO COIN PINBALL GAMES

FOR SALE
CORK LINOLEUM
MATTING and NETTING
For Genco Bank Rolls and Wurlitzer Skee Ball Alleys. For any other make Alley, please specify dimensions. Limited stock.
EDELMAN Amusement Devices
2459 Grand River Ave., Detroit 1, Mich.
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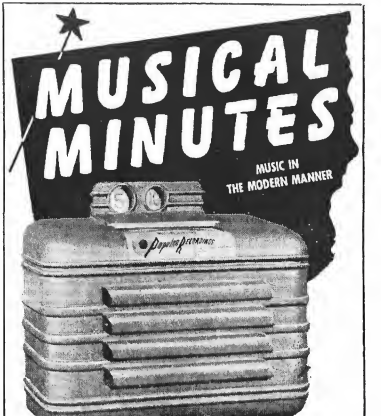
ROUTE FOR SALE
Northeastern Wisconsin
Juke Boxes and Games—12 Jukes, some new and others fully reconditioned, 15 Total Bells, Coolers and Pin Games. Will finance. Some Parts, new Rowels, etc. $27,000. Real money maker—no slow times. Write
BOX D-953, The Billboard, Cincinnati 1, O.



Not an Engineer's Nightmare
—But an Operator's Dream

Over 30 Years of Know How Brings You Perfection From an Operator's Point of View

For the past nine months Musical Minutes has been subjected to every possible location test and has met everyone of these tests to perfection. Here are the features which will prove Musical Minutes a phenomenal money maker.

★ Superb tone.
★ Simplicity of design.
★ Beauty to enhance any location.
★ A new coin accumulator—really foolproof. Takes any combination of nickels and dimes up to a dollar. That means 20 plays or 120 minutes of continuous play.
★ 6 minutes of play for a nickel—12 minutes of play for a dime.
★ A coin counter registers every coin deposited assuring complete satisfaction to location and full return to the music merchant.
★ Mighty Midget—Cuts your location cost in half and increases your take at the same time.
★ Smartly finished in attractive colors.
★ Easy to install.

Musical Minutes means new locations and the ultimate and most modern way of merchandising music. It has more money-making features than any music box ever offered. Why hesitate? . . .

ASK ABOUT "JOHNLEE"
Are you interested in commercial music for banks, factories, restaurants, etc.? Write today for complete information.

See Your Nearest Distributor Today—or Write to

MUSICAL MINUTES INC.
JOHN A. FITZGIBBONS, Pres.
453 WEST 47TH STREET—NEW YORK 19, N. Y.
Phone COlumbus 5-7996

MONARCH — The House of Quality Merchandise

AMUSEMATIC'S "JACK-RABBIT" $475.00
A new and decidedly different legal piece.
ORDER YOUR SAMPLE TODAY.

"SCORE-A-BARREL" $449.50
10'6" Model
UNQUESTIONABLY
The greatest Bowling game of them all.
A REAL WINNER.

DAVAL'S LATEST "FREE PLAY" $75.00
Sensational new counter game. All mechanical—
BIG PROFITS,
SMALL INVESTMENT.

IMMEDIATE SHIPMENT—BRAND NEW FACTORY RELEASES

Bally Dig Leagye .. $259.50	Bally Draw Ball, 25¢	Ace Coin Counter .. $139.50	
Exhibit's Fast Ball .. 330.00	Jr. Model P $497.50	ABT Challenger ... 65.00	
Marvel's Opportunity 245.50	Ex. Runnin'o, 5¢ —		
Chicken Inspector .. 325.00	J.P., CPO 671.50	Daval's Gunner, J.P.	
Gottlieb Superliner .. 322.00	Chicago Coin's Comet 525.00	& Bonus Models .. 64.00	
Bally Draw Ball, 5¢	Gerson's Total Roll .. 525.00	Gott. 3-way Grippers 36.50	
Comb. 477.50	Gerson's Whirlies .. 169.00	Mills Vest Pockets .. Write	
Gretchen Columbian, Standards ..	Write	DeLuxe Gabion Lustrous Roll	Write
50c Face DeLuxe Ball $478.00	$1.00 Face DeLuxe Ball		635.00

NEW MILLS BLACK CHERRY BELLS, 5¢, 10¢, 25¢
NEW JENNINGS STANDARDS—BLACKHAWKS, SUPER DELUXE
LITE UPS, 5¢, 10¢, 25¢
BRAND NEW CHICAGO METAL REVOLVE A ROUND SAFE STANDS
WRITE FOR PRICES

SPECIALS!!!—Beautifully Reconditioned Counter Games

Mills Flip Skills $95.00	Gott. 3-Way Grippers. $24.50	AGT Target Skills, Model F $22.50	
Kicker & Catchers 29.50	Holly Grippers 17.50	ABT Jungle Hunts .. 32.50	
Pikes Peaks 27.50	Texas Leagues, Dlx. .. 69.50	ABT Red, White, Blue 25.50	
Vine-a-Scores 39.50	ADVANCE ELECTRIC SHOCKERS	$ 25.00	
Gretchen Zooms 39.50	USED 25 MILLS BLUE & GOLD VEST POCKETS	35.00	
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PILOT TRAINER—Like new, used only a few weeks $495.00
3 PHOTOMATICS—Late models, factory rebuilt 95.00
5 PANORAMS—With Peck Conversions .. 375.00
2 1946 EVANS TEN STRIKES, in beautiful condition 295.00

WRITE, WIRE, PHONE FOR SPECIAL PRICES ON THE FOLLOWING BALLY VICTORY DERBY—BALLY VICTORY SPECIAL—BALLY SURF QUEENS

FOREIGN TRADE!!! Our Foreign Sales Dept. welcomes the opportunity to be of service. Send for our beautifully illustrated folder and full particulars pertaining to all our coin-operated equipment. CABLE ADDRESS: "MOOCOIN."

TERMS: 1/3 DEPOSIT, BALANCE C. O. D. OR SIGHT DRAFT

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PRICES SLASHED

PHONOGRAPHS

REPAINTED
RECONDITIONED
READY FOR LOCATION

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500	$395.00
Victory Cab., 780 Mech.	395.00
Victory Cab., 24 Mech.	345.00
800 X	345.00
600 R	325.00
24	275.00
716	195.00
616, Lite-Up	210.00
616	185.00
412	155.00
780 M	495.00

SEEBURG

Plaza	$275.00
Belly Underseg Raider	$244.50
Champion Hockey	144.50
Lite League	275.00
Seeburg 5c Wireless Wall Box	19.50
Packard Wall Box	29.50
Wurlitzer 120 Wall Box	8.95
Buckley 24 Sel. Chrome Box	7.95

SEEBURG

8800, R.C.	$485.00
9800, R.C.	485.00
8800, E.S.	445.00
Commander, R.C.	445.00
Cadet, R.C.	395.00
Colonel, R.C.	365.00
Major	345.00
Envoy	365.00
Classic, R.C.	365.00
Vogue	365.00
Regal	295.00
Rex	225.00
Corsair	325.00
Bally Victory Special	Write
Bally 5c Draw Ball	Write
Wurlitzer 616 Hideaway Adap.	$100.00
Wurlitzer 24 Hideaway Adap.	225.00
Seeburg Hideaway, Wireless Adap.	200.00
Wurlitzer Twin 16 Hideaway	150.00

ALSO

Other Wall and Bar Remote Boxes—Write, Wire or Phone

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Exclusive Bally Distributors
4866 Woodward Avenue 750 Northeast 79th Street
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P. R. Bureau Set for CMI; J. T. Mangan To Direct Staff

(Continued from page 97)

chine public relations, promotion and merchandising. Mangan was for more than 20 years with Mills Novelty Company and Mills Industries, Inc., and for the past two years he has been handling public relations, merchandising and design problems for a large number of manufacturers in the coin machine field.

National Figure

He grew up in the business with amusement machines, games, vending machines, coin-operated music, coin-operated service machines and every other form of coin-operated equipment. Mangan is a nationally known figure in publicity. In the year 1940 he did what every publicity man would give his right arm to do; namely, he had the top publicity project of that year with 38,000 clippings and photographs covering a certain coin-operated machine. He has addressed meetings of coin machine men in almost all the large cities in the United States and Canada. He is a writer with an immense business men's following, having authored six books, among them the best-sellers, *The Knack of Selling Yourself* and *You Can Do Anything*. His sales manual, *Sell By Giving*, has reached a distribution of 400,000 copies to the business men of America.

Mangan is a veteran of World War I, a member of the Chicago Publicity Club, the Chicago Society of Typographic Arts and the Chicago Athletic Association and American Legion.

City War Work

During the war, Jim Mangan was perhaps the most active salesman in government service in the war effort. He was co-chairman of Special Events for the U. S. Treasury, State of Illinois, and served for five years at a dollar a year with the U. S. Department of Labor as one of that department's two national personnel consultants. He was chairman of the War Committee of the Society of Typographic Arts and co-ordinated the work of 600 Chicago artists creating a contribution of over $500,000 worth of free art services to the U. S. Government. He is the man who secured from the Chicago Building Trades Council a donation of $125,000 to buy a light bomber for the air forces and to construct what is generally considered to be the largest patriotic display in history, the murals and assembly of 5,000 miniature airplanes in the concourse of the Union State, Chicago.

Mangan is a graduate of Loyola University, Chicago, A. B. 1917, and is a member of Loyola University's Advisory Council.

Service Activities

The Public Relations program of CMI will be addressed to creating a better public understanding of the nature of coin machines and their services to 130,000,000 Americans. Just a few of the activities already planned for CMI Relations Bureau are:

Issue and issue publicity releases for CMI. Secure publicity material from members of the association. Create and put into action publicity ideas, events and programs.

Build up a CMI speakers' list. Arrange for trips and talks before various groups or associations. Release publicity to trade papers and local newspapers regarding speakers' engagements and subjects.

Stress Co-Operation

Co-operate with church organizations, teen-age centers, and all movements of a social nature.

Stimulate education of distributor, operator and manufacturer in public relations—co-operate with them.

Increase membership; crusade for 100 per cent representation in CMI by all manufacturers, distributors and operators. Work with various operators' associations.

As a preliminary to the actual kick-off of the Public Relations Program, CMI on October 9 called a conference of advertising managers and advertising agencies to help promulgate a code of ethics. CMI announced that "The primary purpose was to help place all publication advertising in the coin machine field on a plane comparable to that of other representative industries." Meeting was presided over by Dave Gottlieb, president of CMI.

Stressed at this advertising conference was the necessity of truth in advertising, which the association suggested should be used substantially as a guide in the preparation of all publication advertising.

BRADLEY DISTRIBUTORS
1690-52 N. Damen Ave.
Chicago, Ill.
EXCLUSIVE TRADIO DISTRIBUTOR IN ILLINOIS
SEE TRADIO AD PAGE 118

TUBES! TUBES! TUBES!
Standard guaranteed brands.
1B5, 1N5, 5Y3, 5Z3, 6L6, 30, 38, 75, 80 and many other types available. List all your needs. Rates of discount for tubes bought: 1 to 10, 30%; 11 to 50, 35%; 51 and over, 40%.
GUN LAMPS #1489
Pre-war quality, national known brand, 45¢ Ea.
Minimum order 5 20.
Also available—pilot light bulbs and phonograph needles (Fidelitone and Jensen) at wholesale prices.
DI-CAR-DI SUPPLY HOUSE
2164 W. Devon Ave. Chicago 45, Ill.

NOW DELIVERING
Spellbound, Supertiner, Fast Ball, Dynamite, Victory Special, Draw Ball
WRITE FOR PRICES!
USED EQUIPMENT

Keep 'Em Flying	$130.00	Tepic	$65.00
Jeep	115.00	New Champ	25.00
Texas Mustang	75.00	Knockout	110.00
		Star Attraction	60.00

ORDER TODAY!
LEON TAKSEN COMPANY
2035 Germantown Av., Philadelphia 22, Pa.
Phone: Poplar 5-3638

FOR SALE
2—8800 Seeburgs. Each $395.00
1—9800 Seeburg 395.00
1—8200 Seeburg 395.00
1—Throne, Mills 200.00
BIRMINGHAM TIP TOP MUSIC CO.
1702 14th Ave., S.,
Birmingham, Ala.

ROCK-A-BARREL

NEW! First Time ADVERTISED

$395.00
F.O.B. Milwaukee

WRITE OR WIRE

9-Foot Model

- Silent Sponge Rubber Playing Field
- Foolproof All-Metal Ball Release
- Well Made, Fine Appearance

Wisconsin Novelty Co
OF MILWAUKEE
3736 N. Green Bay Ave. Milwaukee 6 Wis.

10
LATEST MODEL
PANORAMS
Perfect Shape Mechanically. Clean Cabinet Finish.
$300.00
EACH
½ Cash—Balance C. O. D.
MYCO AUTOMATIC SALES CO.
347 SO. HIGH ST.
COLUMBUS 15, OHIO MAin 1600

THREE BUCKLEY TRACK ODDS

Early model, cable connections, no fingers, late style, long tube, pay-out unit. $265.00 each.

HEATH DIST. CO.
217 Third St. Macon, Ga.

WANT 12, 16 OR 20 RECORD JOBS
WURLITZER OR ROCK-OLA
Prefer Cellar Jobs in Blast Cabinets, but will accept Complete Machines.
WRITE—WIRE—PHONE!
JAFCO, INC.
John A. Fitzgibbons, Pres.
458 West 47th St. New York 19, N. Y.
(Phone: COlumbus 5-7900)

AOLAC Urges Halt to Games Play by Minors

LOS ANGELES, Oct. 19.—Reports that some locations here have been allowing minors illegally to play amusement games were brought to the attention of all members of Association Operators of Los Angeles County, Inc., in a second warning letter signed by Curly Robinson, managing director of the group.

Letter, which fell naturally into the aggressive public relations program of this association, called in full a resolution passed in 1937 by the board of directors.

Resolution states that toleration of play by minors is reprehensible, and not in the best interests of the amusement machine business. To keep the business of game operation on a high plane, members are urged not to sanction such conduct on the part of any of their locations.

Cite Penalty

Loss of membership in the association is cited as the penalty for any member who knowingly allows locations, upon which amusement devices sanctioned by the association are operated, to cater to patronage of minors.

Robinson advised operators to present their location owners with emphatic warnings regarding this rule, saying that the practice of permitting minors to play the games must be discouraged to the point of elimination.

If violation of the rules continues after warnings, he declared, machines should be removed from the location. In such an event, procedure is to notify the association office so that other members may be advised to refrain from servicing such locations.

We're supplying our Foreign Trade with the finest equipment available at the lowest prices in the world! We have a complete stock of factory reconditioned and refinished equipment. No order is too large or too small. Write for complete catalog!

NOW DELIVERING THE LATEST NEW EQUIPMENT

Victory Special — Spellbound — Whizz
Victory Derby — Dynamite — Keeney's Bonus Super Bell
Surf Queen — Big League — Mills Black Cherry Bell
Big Hit — Fast Ball — Groetchen Columbia
Suspense — Superliner

MUSIC

1 Wurlitzer 500 ..... $325.00
1 Wurlitzer 24A 250.00
1 Wurlitzer 616 ..... 200.00
6 Wurlitzer 412, Ea. 195.00
6 Wurlitzer 312, Ea. 160.00
1 Seeburg Royal 250.00
1 Rock-Ola 12 ..... 100.00
1 Mills Zephyr 95.00
1 Mills De-Re-Mi 75.00
1 Wurlitzer Victory Cabinet 75.00

ARCADE

2 Shae Barrel Roll, 12½', Ea. $299.50
3 Shae Barrel Roll, 10½', Ea. 269.50
1 Super Steerett 200.00
4 Sheet Your Way to Tokyo, Ea. 100.00
1 Scientific Batting Practice 89.50
1 Champion Hockey 139.50
1 Texas League 35.00
4 Buckley Treasure Island Digger, Ea. 45.00
2 Drive Thru Strike, Ea. 40.00
1 Lite League 299.50
1 Total Roll 319.50
1 Man-Sail-Erie 76.50
1 All-Star Hockey 175.00
1 Rock-Ola World Series, '38 ..... 65.00
2 Keeney Submarine, Ea. 90.00
1 Bally Alley 50.00
1 Undersea Raider 299.50
1 Keeney Air Raider 99.50
4 Mutoscope Skyfighter, Ea. 129.50
2 Paratrooper, Ea. 100.00
1 Liberator 40.00

SLOTS

25 5-10-25c, 2/5 & 3/5 P.O., Rebuilts by Baker, Silver, Gold & Black Chromes, Never Used, Ea. $150.00
9 25c Q.T., Practically New, Ea. 140.00

1 5c Brown Front 75.00
2 5c Watling Rolatop, Ea. 49.50
2 5c Watling DJP, Ea. 32.50
1 1c Watling DJP 24.00
1 5c Jennings 4 Star Chief 55.00
1 10c Jennings Duchess 30.00
1 10c Face J.P., 2-4 P.O. 30.00
1 25c Mills Skyscraper 30.00
1 25c Mills Cosmopolite, J.P. 27.50
9 5c Gosseneck, J.P. Ea. 20.00
1 5c Callie 12.50
2 10c Callie, Ea. 12.50
NEW MILLS VEST POCKETS, EA. 74.50
500 Sets Blue & Brown Front Castings, Complete, Per Set 3.00

CONSOLES

7 Silver Moons, F.P., Very Clean, Ea. $125.00
3 Jumbo Parades, F.P., Ea. 79.50
1 Hi-Hands, Late Serial, Very Clean, Ea. 175.00
1 Four Bells, Rebuilt by Mills 550.00
3 Gallopping Dominoes, Ea. 175.00
8 5c Pace Race, Factory Rebuilt by Baker & Evans, Never Used, Ea. 300.00
1 Buckley Track Odds, D.D., Factory Rebuilt, Used 1 Week ..... Ea. 800.00

PINBALLS

1 South Seas $175.00
1 Jolly 175.00
1 Riviera 200.00
1 Par Club 67.50
1 Ci. O. D. 25.00
1 Congo 25.00
1 Crystal 25.00
1 Slap-the-Jap 30.00
1 Mystic 25.00
1 Mills 1-2-3, F.P. 35.00

ALL EQUIPMENT REFINISHED AND READY TO OPERATE

WE DELIVER AND PICK UP WITHIN 1,000 MILES

WANT—WURLITZER MOTORS, 412 TO 600.

WRITE—WIRE—PHONE!

EAST COAST MUSIC COMPANY
Cable Address: "EASCO"
Branches: PENNSYLVANIA, DELAWARE, MARYLAND, FLORIDA
MAIN OFFICE: TENTH AND WALNUT STREETS, CHESTER, PA. • PHONE: CHESTER 3637-9300

Distrib Firms Push Exports

NEW YORK, Oct. 19.—New York's distributors are launching one of the strongest bids ever made for the Latin-American coin machine export business. At least four distributors here have already started their campaign with advertisements printed in English and Spanish and direct-mail pieces in two languages.

Other distributors are reported ready to follow suit in an effort to make Latin-American coin machine buyers New York conscious.

Seacoast Distributors, headed by Dave Stern, is currently using both English and Spanish in its advertising and direct-mail pieces. Definite bid for this export trade is likewise being made by Atlantic New York Corporation, West Side Distributing Corporation and David Lowy Company. Other firms are readying Latin-American drives.

Juke boxes, distributors here say, are favored machines in the Latin countries, but all other types of coin-operated equipment are being offered. Distributors expect an influx of buyers at the first of the year.

General Instrument Plans New Production Expansion

ELIZABETH, N. J., Oct. 19.—General Instrument Corporation here this week announced that they will begin a new expansion program which will involve decentralized factory operations beside new production.

Program will include the strengthening of their sales organization, it was revealed. Company makes electronic and radio component parts for use in coin machines.

HARD-TO-GET COIN MACHINE
PARTS
NEW PRICE LIST NOW READY—WRITE FOR IT!
COIN MACHINE SERVICE CO.
PARTS FOR EVERY OPERATOR'S NEED
2307 N. WESTERN AVE. Phone HUmboldt 3476 CHICAGO 47

WE MANUFACTURE THE PERFECT
POKERINO TABLES
$140.00 All new material
$175.00 complete—Immediate delivery
Write for pictures and literature.
STANLEY GERSH SAM GARBER
PERFECT GAMES CO.
2894 W. 8th St. Phone: ES-plenade 2-4383 Coney Island 24, N. Y.

NEW EQUIPMENT BEING DELIVERED

Bat-a-Ball (Upright Game) $246.50
Superliner 322.50
Spellbound 325.00
Fast Ball 330.00
Shooting Star 375.00
Empire Masters ..... $11.76 & 14.75
Esquire 5c Vendors 14.75
Adriatic Vendors 10.50

Big League $299.50
Victory Special .. 661.50
Victory Derby 644.50
Draw Bell 477.50
3-Way Draw Bell 595.00
Coales 325.90
Mills Vest Pockets 74.50

Novelty Card Vendor A 100 Cards ... $ 29.50
Gottlieb Grippers 89.50
ABT Challengers 85.00
Columbia Bells 145.00
Duval Free Play 76.50
Silver King Panel Vendors 19.50
Genco Whizz 189.50
Duval Gusher 54.50
Acme Electric Shockers 18.75

WIRE, WRITE OR PHONE FOR SPECIAL PRICES

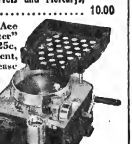
DUROMATIC — An absolutely amazing Escalator Conversion for MILLS 5c, 10c and 25c Escalators. Jam-proof and automatic. It will eliminate your Escalator troubles and service calls. WRITE FOR DETAILS AND PRICES.

MUSIC

Wurlitzer 24 ..... $310.00
Wurlitzer 24, Victory .. 395.00
Wurlitzer 24, Victory .. 395.00
Wurlitzer 412 ..... 180.00
Wurlitzer 600 ..... 350.00
Rock-Ola '41 Super 410.00
Rock-Ola '39 Standard.. 275.00
Rock-Ola '39 De Luxe.. 295.00
AMI Singing Tower .. 325.00
AMI Model J 295.00
Seeburg Royal Empr. 395.00
Wurlitzer Twin 12, R.O. 275.00
Rock-Ola Spectravox & Playmaster 295.00
20 Double Wall Wheels Late 15.00
Seeburg Classic, R.O. .. 375.00
Seeburg 8800, R.O. .. 495.00
Seeburg 8200, R.O. .. 495.00

18 Slot Cabinet Stands with Locks and Keys, Newly Painted $17.50
25 American Eagles, Marvels and Mercurys, Token Payout 10.00

The Sensational New "Ace Featherlight Coin Counter" counts 1c, 5c, 10c, 25c, small, light and efficient, complete with carrying case and money tubes at $139.50. Also guaranteed for one year!



SEEBURG 5c PIANO IN CABINET WITH 12 ROLLS.....$125.00

MILLS 5c VIOLIN VIRTUOSO IN CABINET WITH ROLLS....$175.00

ARCADE EQUIPMENT

Kenney Submarine Gun $125.00
Kenney Air Raider 95.00
Kenney Anti-Aircraft 95.00
Evans Bore Bullette 95.00
Silvsky Used Supreme Balancers 275.00
Factory Rebuilt Exhibit Vitalizer 125.00
Evans Tommy Gunn 275.00

Jumbo Parade, F.P. $85.00
Baker's Pacers, D.D., C.S. 425.00
Keeney 5c-25c Super Bell 325.00
Buckley Track Odds, D.D. 595.00

Big Game, F.P. ..$ 95.00
Late Mills Four Bells, 5c 450.00
Keeney Kentucky Club 110.00
Bally Club Bell, Comb. 195.00

Fairy Rapid Fires $125.00
Pitchers and Catchers 125.00
World Series 125.00
Gretchen 100 Metal Tyer 325.00
Panorama 395.00
Umpire Ride 295.00

CONSOLES

Sun Ray, F.P. ..... $ 150.00
Pacer, Reels, Comb. 150.00
Totalizer, F.P. 110.00
Silver Moon, F.P. .. 110.00
Pacts Sextette, P.O. 100.00

BRAND NEW PACKARD BRACKETS $4.50

WURLITZER PLASTICS—ALL TYPES, FOR MODELS 500 AND 600....½ PRICE

ATTENTION!

OHIO COIN MACHINE OPERATORS

If you are an established operator with good bank references, we can arrange to have your purchases financed. Contact us by wire, phone or letter.

WE INVITE TRADE-INS ON ALL NEW EQUIPMENT

TERMS: ½ DEPOSIT WITH ALL ORDERS, BALANCE C. O. D.

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PHONE: PRospect 6316-7

UNITED *Exclusive Distributors for Wisconsin and Peninsula of Michigan for —*
CHALLENGER '47 PHONOGRAPH
EVANS TEN STRIKE AND CONSOLES

7 QUALITY BUYS 7 OF THE WEEK

Bowl-a-Way (Used)	$295.00
Surf Queen (Used)	225.00
Goaloe (Used)	375.00
Evans Lucky Lucre, '41	99.50
Wurlitzer Twin 12 Unit	225.00
Double Safe Stands	59.50
Single Safe Stands	14.50

WANTED
SUPREME BOLASCORES
GENCO PLAYBALLS
WILL PAY $125.00
DELIVERED TO MILWAUKEE
NOW DELIVERING
STREAMLINER
PHONOGRAPH BASE
$31.50

WRITE TODAY FOR OUR PRICE LIST — Terms: 1/3 Certified Deposit

Wisconsin's Leading Distributors
UNITED COIN MACHINE COMPANY
6304 W. GREENFIELD SPRING 8446-8447 MILWAUKEE 14, WISC.

World Tobacco Trade in Rise With Prices Higher

WASHINGTON, Oct. 19.—A view of the tobacco industry this week presented a picture of high records being set in tobacco crops both here and abroad. Imports and exports were up. Sales were heavy, floors crowded and prices were high.

In Canada the prospective 1946 crop is expected to exceed the previous peak of 107,700,000 pounds which set a record in 1939. Based on mid-August conditions, the first official estimate places the crop at a record 109,900,000 pounds taken in 14,086 acres.

At San Juan, Puerto Rico, at least 18,700,000 pounds of stemmed leaf tobacco were sold at an average price of $1 per pound. Largest holder of stemmed leaf tobacco was the Puerto Rico Tobacco Marketing Association which had a total of 12,000,000 pounds. The company sold its holdings to the Consolidated Cigar Company, it was reported.

U. K. Imports Climb

Imports of tobacco into the United Kingdom for the first six months of 1946 were 217,000,000 pounds valued at $121,480,000. This compared with the 172,000,000 pounds for the first half of 1938, which was valued at $56,856,000. During the six-month period, the United States supplied 88.5 per cent of total British leaf imports.

Imports from empire countries, principally Canada, Southern Rhodesia, India and Nyasaland during the first half of 1946 were 22,400,000 pounds, or 10.3 per cent of the total, compared with 41,400,000 pounds, or 24 per cent of all imports during the corresponding period of 1938. This indicated an increase above pre-war standards.

Final sales in the Georgia market, before the holiday period there, showed 689,742 pounds of tobacco were sold at an average of $40.09 per hundred. Season's sales ran to 149,-753,642 at an average of $42.77 per hundred pounds, of which 948,776 pounds came from Georgia.

According to reports from the Ohio district, Little Dutch cigar leaf, grown in the Miami Valley, has been selling at 35 cents a pound. Farmers in the valley, busy harvesting their crops, reported that most of the early crop was very good, while some of the later plantings were retarded by weather conditions. It is expected that the crop may improve if the fall is late enough.

Entire crop in the Miami Valley is estimated at 5,500 acres by the Federal Crop Reporting Service. It is reported to have an estimated yield this year of 1,050 pounds of tobacco to an acre.

Sales Are Heavy

In the middle tobacco belt, first-day sales were reported as heavy, with floors crowded. Sale there of flue-cured tobacco in the nine markets began with prices higher on the better grades of leaf than on the same date last year. Prices on the lower grades were much less, it was disclosed.

Increases ranged from $4 to $20 a hundred pounds. Losses amounting to $1 to $19 affected principally low and common leaf, low grades of lugs and nondescript, according to the United States and North Carolina departments of agriculture. Jammed floors were in evidence at all markets. Top price was $51 per hundred.

Operating on a five-hour sale day, the markets have reduced to a three-hour day due to the crowded floors. Rate of sales will continue at 400 piles per hour, it was reported.

Quality at the middle belt sales was better than opening sales in 1945 due to the increased percentage of good grades. Proportion of poor grades was smaller, according to reports.

Vender Fix-It Man Finds Self in Fix

KANSAS CITY, Mo., Oct. 19. — A 26-year-old Kansascitian developed an unsuspected interest in vending machines that landed him in jail and nearly got him into serious trouble.

Police thought it was peculiar when they found the young man standing in the doorway of a downtown Kansas City building late the other night tickering with a stamp vending machine. So they took him down to headquarters, where a report had just come in that a stamp vender had been stolen from a cigar counter in the lobby of a hotel near the scene of the tyro vender mechanic's activity. Owner of the machine taken from the hotel identified the vender undergoing the impromptu overhauling as his.

Next morning the young man said he had been drinking and could not even recall the episode. But when he agreed to pay for the damages to the machine the owner was willing to let any charges drop, and the jail doors opened for a youth who apparently was not a born vending machine mechanic.

Approve Carr Biscuit Merge

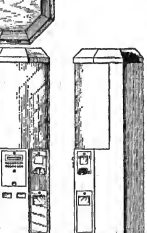
CHICAGO, Oct. 19.—Stockholders of J. B. Carr Biscuit Company, it was announced recently, approved firm's merger with Consolidated Biscuit Company, of Chicago. Action formed the fourth largest unit in the cookie and cracker field.

Date To Remember

1947 COIN MACHINE CONVENTION AND SHOW

Time: February 3-4-5-6
Place: Hotel Sherman, Chicago

Booth sales to members of CMI closed September 25. Booth reservations from pre-war exhibitors began September 28. Jas. A. Gilmore, secretary-manager of Coin Machine Industries, Inc., predicts that all available booths will be let within 10 days.



DESIGN FOR VENDER, patented by Olga V. Wells, of Alhambra, Calif., as illustrated in the Official Gazette, U. S. Patent Office.

Movie Biz Up

NEW YORK, Oct. 19.—Weekly attendance at movies in the United States has been estimated at 110,000,000, despite a 30 per cent increase in admission prices since 1941, according to the Paris & Peart Research Bureau.

Firm, in a statement here this week, estimates that more than a billion dollars will be paid at box offices in this country during 1946. Officials declare these figures indicate the nation's exempist attitude from life's realities.

Juke Boxes Gracing Hotel Lobbies Now In Maritime Cities

ST. JOHN, N. B., Oct. 19.—Juke boxes are becoming an essential medium of entertainment in Northern and maritime provinces.

Statement comes from operators of hotels, motels, service stations and roadside eating spots who are busy handling touring motorists. Formerly, hotels contented themselves with juke box locations primarily in the dining rooms and coffee shops. Now lobbies have the jukes also and are getting a good play.

Operators of various service establishments report that unusually warm September weather brought out more than the normal number of motorists. Dancing to juke box music was found, they claim, to be the most popular form of amusement.

Leaf Kenny Fund Chairman

HOLLYWOOD, Oct. 19.—Appointment of Sol Leaf as chairman of the Confectioners' Division of the 1949 Fund Appeal for the Sister Kenny Foundation, was announced recently by Kate Smith, national chairman, and Bing Crosby, executive committee chairman. Leaf is president of Leaf Gum Company and prominent in tobacco trade circles.

Maryland Co. Changes Name

BALTIMORE, Oct. 19.—Change of name of the Maryland Coin Machine Company to Novelty Sales Company was announced here this week. Firm is using same location.

W. B. Music To Have Lush New Office in K. C.

KANSAS CITY, Mo., Oct. 19.—Remodeling of the music showrooms and offices of W. B. Music Company, 1518 McGee Trafficway, is expected to be completed within three weeks, Harry Silverberg, partner in the firm, announced.

Feature of the new layout will be a soundproof listening room where operators can hear new phonograph models at their leisure, Silverberg said. Showrooms will feature an installation of the Seeburg sound systems which the company distributes.

Carpenters were busy this week putting in the framework for the low-hung ceilings, and plasterers are due next week, Silverberg said. Altogether, only 70 feet of the building's 110-foot depth will be utilized for offices and show space. The remaining 40 feet will be used for storage.

Meanwhile, the firm is carrying on its business in the adjoining building, which will be remodeled as soon as the space now being remodeled can be occupied, he said. All told, the company will have a total of 2,750 square feet available when the work is finished.

Firm is a branch of W. B. Novelty Company, of St. Louis, in which Silverberg and W. B. Betz are partners.

Grand opening and show are planned as soon as the remodeling is completed.

Concession Supply To Make Popcorn Machine in Toledo

TOLEDO, Oct. 19. — Concession Supply Company, of Seeor Road here, was incorporated this week with 250 shares, no par value, by Bradford H. Brockway, president, and Angelo Boudouris, vice-president and chief engineer, it was announced.

Firm will manufacture candy and popcorn machines and kettles. Present plant and equipment represent a $30,000 investment, it was reported.

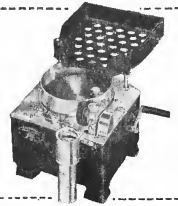
Shapiro Resigns in Buffalo

BUFFALO, Oct. 19.—Al Bergman, Alfred Sales, Inc., announced this week that Bernie Shapiro has resigned from the firm and is no longer connected with the organization.

LATEST COIN LAUNDRY opening in Philadelphia was attended by premiere festivities, including on-the-spot radio interview broadcast over Station WDAS. At mike (left to right) are Bernie Denmark, local representative of Telecoin Corporation; Elizabeth Rogers, home service director of Raymond Rosen Co. Company, distributors for washing machines used, and Patrick J. Stanton, program director for WDAS. Operator of the launderette, not shown in photo, is Edward Kramer.

ILLINOIS—MICHIGAN—INDIANA OPERATORS, IT'S
AT NATIONAL NOW—
THE SENSATIONAL
ACE COIN COUNTER

"Feather Light!"
LESS THAN 7 LBS.!



LOW COST! Complete with handsome carrying case and money tubes.
$139.50

COUNTS PENNIES — NICKELS — DIMES — QUARTERS!
POSITIVE ACCURACY — no costly errors when Ace makes the right count!
MECHANICALLY PERFECT . . . dependable trouble free operation, with simple mechanism!
FAST AND EFFICIENT . . . saves time and money on collection coins!
1-YEAR GUARANTEE!
Ideal for volume coin counting . . . banks, theaters, carnivals, operators, etc.
IMMEDIATE DELIVERY! ORDER TODAY!
Terms: 1/3 Deposit, Balance C. O. D.
NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. Phone: Buckingham 6466 CHICAGO 14, ILLINOIS

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Phone: Wabash 1501

FALL SPECIALS
One-Balls and Consoles
Thorobreds $235.00
Club Trophys 129.50
Sport Specials 79.50
'41 Derbys 139.50
Keeney Skylark, Comb... 124.50
Big Prize, P. O. 34.50
Silver Moon, F. P. 74.50
Bobtail, F. P. 74.50
Jumbo Parade, F. P. 74.50
Music
Wurlitzer 600R $335.00
Wurlitzer 24 ..... 235.00
Slots
Blue Front, C. H. K. A. Factory Crinkle Refinish.. Write
Jennings Standard Chief... Write
Jennings Blackhawk, Sc... Write
Brown Front, 10c $115.00
Brown Front, 25c 125.00
War Eagle, 25c, 2-8 ..... 70.00
We will be glad to write you a guaranteed description of any of the above listed machines. One-third deposit, please.
KAW SPECIALTY CO.
1137 Osage Ave. Kansas City, Kan.

SLOT MACHINES AND CONSOLES
RECONDITIONED
Mills 5c Bonus $700.00
Mills 5c Black Hand Loud, Like New 175.00
Mills 5c Glitter Gold Q.T.'s, Like New 95.00
Jennings 10c Big Chief 160.00
CONSOLES
Pace Saratoga, Cash Play ..... $ 75.00
Jennings Bobbell, Free Play 89.50
Jennings Silver Moon, Free Play ... 75.00
Keeney's Super Bell, Convertible ... 175.00
Bally's Club Bell, Convertible 175.00
Keeney's Super Treetime 200.00
One-Third Deposit. Ship C. O. D. for Balance.
INTERSTATE
COIN MACHINE CO.
314 LOCUST ST. SPRINGFIELD, MASS.
Phone 3-9088

Lew London Horse Plucks Two Champ Ratings in Month

READING, Pa., Oct. 19.—"London's Folly," five-gaited chestnut gelding owned by coinman Lewis London, continued his championship career in two Pennsylvania horse shows this month. Coin machine distributor, who heads Leader Sales & Distributing Company here in Dallas, is seen

astride his famed mount in the accompanying photograph.

London saw "Folly" win for the third consecutive year the five-gaited grand championship at the Chester County Horse Show. Three-year victory retired the Dilwyne Farms Challenge Trophy for London.

On top of this victory "Folly" picked up another five-gaited grand championship a few days later at the annual Bellwood Horse Show, staged on the Edward L. Gruber estate near Pottsville. He also won the five-gaited gelding and stallion stake at this event.

Early next month London will take his champ into big-league circles showing him at the National Horse Show at Madison Square Garden, New York.

Klein Holds Service School in Milwaukee

MILWAUKEE, Oct. 19.—A service school for juke operators will be held at the Klein Distributing Company here October 20-21, with a factory representative from Aireon present. Harold H. Klein, head of the firm announced this week. Klein said that refreshments will be served to those who attend. Factory representative will be present from Aireon Manufacturing Company, for which firm

Returns on Wis. Cig Tax at 12-Year Peak

MILWAUKEE, Oct. 19.—Revenue collected from liquor, beer and cigarettes reached a 12-year high, according to a report this week by the State Beverage and Cigarette Tax Division for the fiscal year ending June 30, 1946.

This was despite the fact that 28 per cent of the State's area, which contains 11 per cent of the population, prohibits the sale of beer and intoxicating liquor, according to John W. Roach, chief of the Beverage and Cigarette Tax Division.

Revenue collected from the sale of cigarettes brought $5,285,840 against $3,627,424 in the previous year, according to the report.

T. Heaton Gets Change-Making Vender Patent

BLYTHEVILLE, Ark., Oct. 19.—Thomas L. Heaton, local resident, has been granted a patent on a coin-operated vending and change-making machine now available for licensing or sale, it was announced this week in Washington.

According to the announcement in the *Official Gazette* of the United States Patent Office, the machine is intended for use as a newspaper or magazine vender.

The gazette's description of the machine read, "The article is partially projected thru a normal opening and grasped by a customer. Machine may be adjusted to function by the insertion of either a nickel, dime or three pennies. May also be adjusted to return two cents change upon insertion of a nickel. Two separate slots are opened and closed by slides. If wrong coins are inserted, they will drop into housing without operating or jamming machine."

Minneapolis Firms Open Two Automatic Laundries; More Due

MINNEAPOLIS, Oct. 19.—Indications are that washday woes of local housewives will soon go swirling down the drain as two franchises for coin-operated automatic laundries were granted here this week with the probability that more would be in operation soon.

Mrs. W. Hardigan has established a Launderette, trade name of Television Corporation's nationwide string of self-service laundries, at 14 West 26th Street.

Leonard E. Atlas, returned veteran of three years in the European theater, will operate Automatic Laundry Service at 1711 Fourth Avenue South.

Each of the self-service laundries has installed 20 automatic washing machines. Customers will rent one or more of them with soap and soft water furnished without charge.

Each machine can complete a 10-pound wash in 30 minutes.

Latest Type Machines

Machines in both laundries are of the latest type, with automatic water temperature control, automatic detergent-provide three rinses and damp dry the clothes by centrifugal force.

In order to avoid waiting, an appointment system has been worked out at both establishments which will remain open from 7 a.m. to 9 p.m. Machines can handle 400 washings daily.

According to the operators, firms expect to have as many men and children as women customers. Automatic laundries permit women to complete their shopping while the washing is being done, they point out. Mrs. Hardigan as mother of five children had a personal interest in simplifying washday routine, she said.

Telecoin Corporation, founded by Eugene R. Barney and Arthur W. Percival, operates about 75 establishments in New York and about one-third that number in Chicago in addition to other types of coin-operated vending machines.

Auto Coin Files in Conn.

HARTFORD, Conn., Oct. 19. — Trade name has been filed at town clerk's office at Waterbury, Conn., for Automatic Coin Company, Waterbury, by Charles Summa, 122 Rosetland Avenue, and Dante Navarra, 53 Wildwood Avenue, both of that city.

BIGGER EARNINGS with HI-LOW

Price: F.O.B. Chicago $14.50
5 DAY MONEY BACK GUARANTEE
• NO FEDERAL TAX
• NO COIN CHUTE
• TAMPER PROOF
Here is a game that will out-earn many a counter game. Ideal for almost any type of location. Lots of "come on" and plenty of player appeal. And don't forget, we're selling it on a money-back basis—so you've nothing to lose!
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PRODUCTION ENGINEERING CO.
201 Denmead St.
Marietta, GA.
EXCLUSIVE TRADIO DISTRIBUTOR in GEORGIA
SEE TRADIO AD PAGE 118

ARCADE OUTFITTERS SINCE 1912
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JP Twin Tube used three weeks. Guaranteed exactly like new. $875.
Each lot of four, $3,400.
Heath Distributing Co.
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ALBUM REVIEWS

(Continued from page 23)

rumbas instructions, drawings and photographs of a couple in action serve to make the lessons clearer and on the Vogue picture disks themselves, other designs show how the cardboard feet should be laid out. Set looks like a good commercial offering.

SOCIETY RHUMBAS (Vogue Album V-104)

Right away, plaudits should be handed to the Vogue method of packaging. Album is closed in all ways except the top side, which keeps the album covers from flying open unexpectedly. Records are lifted out from the top, and printed tabs help one locate the position of each disk in the set without the necessity of emptying the album. All rumbas in the set are composed by Paul Shahin, Chicago radio teacher of Latin dancing, and the album is logically designed to tie-in with over-the-counter sales of Vogue's *How to Dance the Rumba* album. Tunes themselves are pretty mediocre but are given colorful and melodic treatment by Dick LaSalle and his society orch. Authentic Latin dance beat is highly accentuater thruout, and the disks would peddle well at swanky locations where the payees like to shake their hips. Recording, as usual with Vogue product, is clear and well balanced and grooves are free of surface noise. Piano kicks off each of the four sides and maracczs are heard plentifully. Tunes are *It's Always You (Siempre Eres Tu), Let Me Take You in My Arms (Quierete En Mis Brazos), Give Me All of Your Heart (Game Tu Corazon)* and *I Dreamed About You Last Night (Cantigo Anoche Sone).*

TICK-TOCK-TALE (Sonora Album: Sonoro 1144-5-6

Material in this album is adapted from the radio program, *Theater*, which presents musical dramas designed for the kiddies. This particular album is written and directed by Jules Werner, while music is composed and conducted by Paul Creston—currently musical director of the *Hour of Faith* seg on ABC. Story is laid in an imaginary clock shop in Switzerland, where all the clocks and watches come to life after hours. Swiss watches are pictured as a snooty group, which refuse to let the "poor, little American watch" join their Tick-Tock Club. Then, the American watch explains why it is so battered and the tale gives proof of such gallantry that the other timepieces admit it to membership. Simple story is built into a production, which occupies six 10-inch sides. Interpolations by Narrator Craig McDonnell and musical effects by the orchestra inject dramatic pauses and highlights into the scripting. Use of an echo chamber adequately conveys the impression of vastness in the old shop. Story lacks the frightening, gory details of the usual fairy tales, but manages to preach a far-from-pedantic moral against snobbery. Whether kiddies will be able to focus their attention for the full length of the album is hard to say, and shortening of the plot to four sides would have helped immensely. Acting credits also go to Mae Questel, Bill Keene, Bill Wyatt, Maidel Carlyle, Etta Reiss Marin, Ken Tower and Francois Grimmard.

CONTINENTAL GAIETIES
(Victor International Set S-45)

This is nostalgic needling capturing—for the most part—the gayety and romance of the Old Continent. Henri Rene, who produced and directed the cutting of this package of 10 sides, has gathered together a company of instrumentalists and singers that almost turn out a perfect performance. Fiddler Mischa Mori, conducting orchestra and chorus, establishes the mood with a potpourri *Overture* of familiar European folk melodies, for which basso S. Strelkoff and soprano Johanne Morland add vocal color. And to showcase his own gypsy fiddling, Bori fairly excites with a *Rousmanian Medley* of bittersweet Romany songs. There is also instrumental brilliance in the mood-capturing guitar solos of Mirko for the waltzes *Adelita* and *Grandma's Music Box*. Basso Sidor Belarsky, a familiar voice on foreign language waxings, fairly steals the spotlight with his stirring singing of *Volusha*, the popular Russo *Meadowlands*. Songbird Blanka adds more vocal color as she pipes the Yugoslav melodies with a delicate Continental air. Impresses on all counts with *Mare Mia* and adding English lyrics without dispelling the impression for *Tamo Daleko* and *Ko' Lepi San*, all folk chanties. Also in this company is the low-voiced Greta Keller singing in French for *Plaisir d'Amour* and in German for the tango *Der Wind Hat Mir Ein Lied Erzahlt*. However, the Continental chanteuse just ain't there. Her intonation is bad, so much so, that she cannot cut a bit of tune most of the time. However, there is more than enough in the efforts of the others to make this a desirable disk package for the nostalgic-seeking needler. Colorful drawing for the album cover captures the spirit of the songs. Front and back inside covers carry photographs of the participating artists with notes on the selections they offer.

PETER RABBIT—Narrated by Gene Kelly (Columbia MJ-30)

To meet the demand for children's records, particularly for Christmas giving, screen star Gene Kelly turns storyteller. This is the familiar fable of *Peter Rabbit*, the mischievous cottontail. Story was adapted for wax by Nancy Sokoloff, with mood music created by Herbert Haufrecht and played by Paul Affelder. Kelly takes his storytelling seriously, giving it a heavy reading—talking down rather than to the moppets. However, the saga is a desired one by the kids. And if not too jarring, will be able to follow Kelly in unfolding the tale over four sides. Double envelope carries the two disks, with the story synopsis taking up the center spread. Envelope pages profusely illustrated.

VAUGHN MONROE'S DREAMLAND SPECIAL (Victor P-160)

Augmenting his band with a string section and harp, the Vaughn Monroe music is all the more becoming for this package of eight selections geared to the "dream ditty" theme. And while the maestro's vocal efforts, along with assist from the Norton Sisters and the Moon Maids, dominate the disicing, the singing spins to better advantage in this instrumental setting which shows fuller body and richer color in the band. All the selections are familiar "dream" songs and Monroe sings and plays them with a high degree of freshness. In a bright tempo, packages *I'll See You in My Dreams, Drifting and Dreaming, Did You Ever See a Dream Walking?, I've Got a Pocketful of Dreams, Dream* and *My Isle of Golden Dreams*. All the selections familiar and rich in melody content, making it an all-the-more-desired package, which should also prove potent for juke box spinning. Album cover design stays down the "dream" angle. But since *(See Album Reviews on page 138)*

ORDER NOW! YOU CAN'T BEAT OUR PRICE!

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Wurlitzer 146 Stepper (Red)	30.50
Wurlitzer 304 Stepper	14.50
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ROUTE FOR SALE

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Consists of 25 Juke Boxes and 15 Coaches, Total Units and Pin Games. Good service of Parts, Records and the like. $15,500. This is really a money maker. Inquire only if you can swing the deal. Write

BOX D-354, The Billboard, Cincinnati 1, O.

Robertson Expands Nova Scotia Phono Distributing Firm

KENTVILLE, N. S., Oct. 19.—Automobile man, Fred Robertson, has expanded his coin machine business in a big way here. He has erected an addition to a building now housing his car trade. Robertson says he will use the added space as a display room, service shop and storage area for coin-operated machines, concentrating on juke boxes.

He has been distributing the devices thru Annapolis Valley, where activity is now at its peak because the apple and vegetable crops are now being harvested, packed, canned and processed. Valley is widely known as being one of the largest apple producing areas in the world.

Robertson, who claims that his coin facilities are the most ornate in the provinces, recently was visited by Frank Hanlon, Halifax's veteran coinman. Meeting revolved around a new coin-operated machine which Hanlon plans to introduce this fall to Nova Scotia.

Currency in Use Up 78 Million $$

WASHINGTON, Oct. 19.—Federal Reserve Board reported that money in circulation had increased by $78,000,000 during the week ended October 2. Rise more than offset the aggregate decline in the three previous weeks of $38,000,000, and lifted the total currency in use to $28,526,000,000.

Institute of Life Insurance, reporting on a study based on figures compiled from government and private sources, declared that the American people had accumulated around $150,000,000,000 in long-term savings. Amount is more than two and one-half times the total at the end of 1939, and is about one-fifth greater than the total record-breaking consumer spending this year, which the government estimated at $120,000,000.

Nest egg, according to the institute, was exceeded by the national income in only three years, 1944 to the present.

Reefer Truck To Transport Frozen Foods

CHICAGO, Oct. 19.—Patented by Willard L. Morrison, of suburban Lake Forest, a new type of refrigerated truck is expected to facilitate transportation of frozen foods, ice cream and other products requiring extreme cold.

Inadequacy of present types of refrigerated trucks has heretofore made it impractical to ship frozen foods or ice cream over long distances by road, and the extreme scarcity of railroad "reefers" has limited rail transportation.

Use of the new truck will enable processors to quick-freeze produce at the point of production for highway transport to markets, Morrison said.

Truck Divided

According to specifications, the truck body is divided into two parts by an aisle down the center which permits working space for the attendant. Common housings on either side hold cylindrical containers which are refrigerated, with all intervening space insulated.

Two independent refrigerating units are used by compressors operated by motion of the vehicle. The new truck will make it possible to maintain required temperature for longer periods of time than is permitted by those now in use.

According to members of the ice cream and frozen food industries, transportation problems arising from the freight car shortage and lack of adequate truck refrigerators has been a factor in holding up speedier expansion of the fast-mushrooming business.

Announcement

WE ARE PLEASED TO ANNOUNCE THAT WE HAVE APPOINTED THE FOLLOWING DISTRIBUTORS FOR OUR NEW BOWLING GAME

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KING-PIN DISTRIBUTING CO., 3004 Grand River, Detroit, Mich.

Western Michigan Operators—Write Directly or Visit Mr. Platers' Show Rooms in Kalamazoo

We also take this opportunity to invite every distributor and operator attending THE COIN MACHINE SHOW in Chicago to visit our booths, 71A and 72, and play the NEW BANG-A-FITTY Bowling Game.

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Air Circus $100.00	Keep 'Em Flying .. $100.00	Marines at Play .. $ 75.00
Catalina 75.00	Knockout 105.00	Metro 45.00
Five-Ten-Twenty 100.00	Home Run, '41 ..... 60.00	New Champs 45.00
Flat Top 180.00	Laura 180.00	Play Ball 60.00
C-I Joe 60.00	Liberty 145.00	Slugger 60.00
Repeater $30.00	United Revamps. Each	$180.00

NEW

Exhibit Foot Ball ... $330.00 | Cottlieb Super Liner $322.00
Chicago Coin Spellbound ..... 325.80 | Williams Dynamite .. 334.50
Bally Big League ... 299.50

All prices F. O. B. New Haven—1/3 deposit, balance C. O. D

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ALBUM REVIEWS

(Continued from page 137)

it plays up a face photo of the maestro, that means more as an attention-getter.

SPIRITUALS—Selah Jubilee Quartet (Continental No. 36)

One of the better of the gospel singing groups coming out of the shellacked grooves, their earthy qualities and rhythmic feel make this an attractive package for those seeking out the Negro spirituals. Selah singers, male foursome, blend their voices well to bring out all of the inspirational qualities of the six spirituals contained here. Tempos vary, but in each case their voices sustain the rhythmic flow. Selections are all standard spirituals, taking in *I Need Jesus in My Dying Hour, Jesus Cares, Dem Dry Bones, Selah, Gospel Train* and *Jesus, I Love You.* Records shipped for review without the album jacket.

NEW VARIETY ALBUM—with Songs by Franklin Wade (Master 300-1-2-3-4)

This package of 10 Western and hillbilly sides is a one-time shot by Franklin Wade to promote his own tunes, of which there are seven in this album. However, it will take more than an album cover to make these sides catch on. Music making is in the keeping of Shorty Warren and his Western Rangers, the usual set-up of fiddle, guitars, bass and accordion. Best of the 10 sides is the Jimmy Davis's tuneful waltz melody, *Riding Down the Arizona Trail,* for which Smoky and Hank cut of the Rangers crew add lyrical attraction. Franklin Wade sings his own songs, adding a lick of yodeling to some scores. However, neither his piping nor the tunes themselves reaches beyond the mill run levels. Of his seven, *Dear Old Dixie Moon* shows best, lacking vocal qualities and any appreciable degree of outdoor charm for his *Blue Bird Lane, Will You Meet Me Tonight?, My Baby Loves Me,* or the waltz, *When My Wonderful Dreams Come True.* Nor does he fare any better for *In the Valley of the Ozarks* or *Louisiana,* for which Mary Shoemaker joins him with unearthy soprano piping. Remaining two sides from outside folios fare a bit better, with the trio out of the accompanying string band (Shorty, Hank and Smoky) singing Jimmy Davis's *Columbus Stockade Blues* and the *Detour* hit. Ten such sides are a heavy dosage for anyone to take. Album cover features full-length photo of Franklin Wade strumming his guitar and includes the 10 titles.

REWA Develops New Distribution Plan To Speed Delivery

CHICAGO, Oct. 19.—A wartime system developed by the refrigeration industry to insure fast distribution of parts has proved its value in speeding, as strides and material shortages delayed production, it was announced here this week.

The plan was organized by members of the Refrigeration Equipment Wholesalers' Association, who agreed to maintain even distribution aid supply in all parts of the country. System is given credit for creating pre-war equipment in operation while the industry was dealing with its reconversion tasks.

"The task performed by the refrigeration wholesalers has given our members the opportunity to get production under way on a long range quality basis to meet the large backlog of orders," said a statement by the Refrigeration Equipment Manufacturers' Association.

Distribution system, now improved according to the association, would result in speedy and efficient servicing of air conditioning equipment as soon as that industry begins production.

Plymouth Gets M-G-M Disks

NEW HAVEN, Conn., Oct. 19.—The Plymouth Electric Company announced recently that it has been appointed a distributor of MGM Records. Disks feature voices of movie stars under contract to Metro-Goldwyn-Mayer.

Connecticut, Western Massachusetts and lower Vermont comprise Plymouth's territory. Richard J. MacCatherine will be in charge of the new department.

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CHAMPS	49.50	SPEED DEMON	39.50
CHAMPION	39.50	SANTA FE	169.50
FLYING TIGER (Rex)	79.50	SHANGHILLA (Gottlieb)	109.50
FLAT TOP (Williams)	149.50	SURF QUEENS	199.50
FOUR STAR TWENTY	39.50	STARS OVER GANTEEN	69.50
GOTTLIEB BOWLING ALLEY	39.50	STARS	59.50
GOLD STAR	39.50	TOPIC	69.50
HOROSCOPE	79.50	TOPPEGO PATROL (Rex)	89.50
HOLLYWOOD	129.50	VACATION	39.50
IDAHO	199.50	VOGUE	39.50
JUNGLE	69.50	VICTORY (Genco)	89.50
KEEP 'EM FLYING	119.00	WAGON WHEELS	169.50

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FLASH! BRAND NEW VICTORY DERBYS — WRITE FOR PRICE

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UNDERSEA RAIDERS	175.00	KEENEY ANTI AIRCRAFT	69.50

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3 Mills 4 Bells, 5-5c Hi Head 375.00
3 Mills 4 Bells, 5-5c, 1-25c Hi Head 425.00
2 Mills 4 Bells, 4-5c Low Head 350.00
6 Bally Hi Hands, Comb. 159.50
1 Bally Hi Hands, C.P. 149.50
8 Super Track Time, F.P., Step Up Unit 250.00
12 Mills Jumbo Parade Comb. Hi Heads 125.00
2 Mills Jumbo Parade Comb. Low Hds. 115.00
1 Bally Big Top Fruit Reels, F.P. 100.00
7 Bally Victory Specials, like new 450.00
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1 Mills Gold Chrome, Original, 50c .. 425.00
1 Mills Gold Chrome, Rebuilt, 50c .. 375.00
1 Mills Bonus Bell, 25c 259.50
2 Mills Blue Front, 10c 150.00
1 Mills Brown Front, 10c, 3-5 Pay, late mdl. 175.00
2 Mills Gold Chrome, 5c, 3-5 Pay .. 185.50

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Fast Ball	Oklahoma	Davis Free Play
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Big League	Kentucky Derby	Columbia Bells
Surf Queen	Victory Special	Mills Black Cherry
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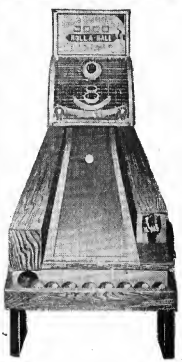

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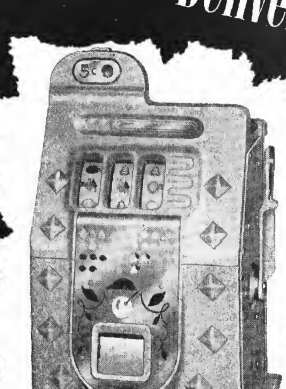

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4 attractive colors: Brown-gold, blue, red and rose in two-toned speckled effect with matching new club handles, diamond jewels in contrasting color.

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These features included:

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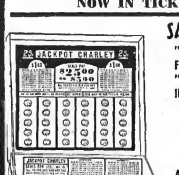

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25c per sale, 1,020 tickets, Jackpot contains 30 seals.

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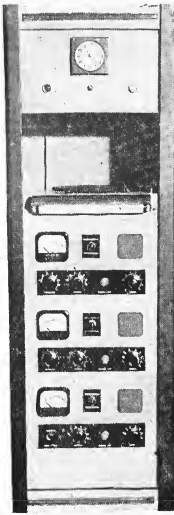

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★ Furnished in any combination of 5c-10c-25c coin chutes.
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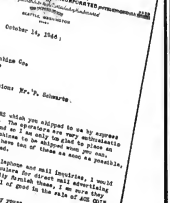

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5¢ Silver Chrome 164.50
10¢ Silver Chrome 174.50
25¢ Silver Chrome 184.50
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25¢ Silver Chrome, H.L. 188.50

ALL SLOTS REPAINTED AND COMPLETELY OVERHAULED.
When ordering Mills-Gold, Silver or Copper Chromes, specify 2/5 or 3/5.

MILLS

5¢ Black Handload $159.50
5¢ Bonus Bell 169.50
5¢ O.T., late model 29.50
5¢ Vest Pockes Bell 44.50

JENNINGS

5¢ 1-Star Chief ..... $ 79.50
5¢ 4-Star Chief 89.50
10¢ 4-Star Chief 109.50
5¢ Club DeLuxe 119.50
5¢ Silver Chief 119.50
10¢ Silver Chief 129.50
5¢ Sky Chief 149.50

PACE

5¢ Bonus ..... $ 69.50
10¢ Kitty 89.50

WATLING

5¢ Rotatop ..... $ 89.50

CONSOLES

Mills 5¢ Free Play Combs ..... $ 84.50
Mills 5¢ Silver Bell, Totalizer 94.50
Bally Club Bell, 5¢, F.P. 199.50
Evans Black Gallaping Domino 89.50
Evans 1940 Gallaping Domino, A.P. 159.50

SOLOTONE WALL BOXES and AMPLIFIERS . . .
WRITE

PARTS FOR YOUR MILLS SLOTS

Main Clock Gears (Ovt 75-R) $2.50
Short Pinion Idler Gear (27000P) .. 1.50
Jackpot Glasses 1.00
Reel Glasses ..... .50
Escalator Glasses ..... .50
Handle, Clock; Main Springs, Ea. ... .25

Write for complete list: Parts and Reconditioned Equipment of all kinds.
TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

AUTOMATIC COIN MACHINES & SUPPLY CO.
ALL PHONES: CAPITOL 8244
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Profits on Mutoscope's new ATOMIC BOMBER, already on many locations, are BIG because of "chain-reaction" sales! Here's why: When your ATOMIC BOMBER is in action, a galaxy of excitement on the Reflectograph is in full view to all passersby — they stop, they play, they attract others . . . thus giving you continuing sales on this new, most thrilling of all coin-operated games.

Thrilling and intriguing . . . giving the public an outlet for their "Atomic-Thinking" . . . Mutoscope's ATOMIC BOMBER drawing power is tremendous—featuring the most thought-about, talked-about subject of the day, the Atom Bomb.

Occupying only 2 sq. ft. of floor space, beautifully designed, exciting . . . Mutoscope's ATOMIC BOMBER offers you magnificent profits! PROMPT DELIVERY.

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*Trade Mark

INTERNATIONAL MUTOSCOPE CORPORATION
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ADDRESS .....
CITY ..... ZONE ..... STATE .....

3-9-46

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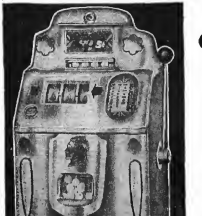

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FOR THIS WEEK

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WE ARE SELLING THIS EQUIPMENT AT A LOSS BECAUSE WE NEED THE SPACE

(3)	Chicago Coin "Goalee" (Like New)	$199.50
(5)	Bally "Undersea Raider" (Like New)	199.50
(4)	Amusematic "Lite League" (Like New)	199.50
(1)	Mutoscope "Ace Bomber"	129.50
(1)	Bally "Defender"	99.50
(1)	Keeney "Anti-Aircraft" Brown Cabinet	29.50
(1)	Chicago Coin "Hockey"	99.50
(2)	Scientific "Batting Practice"	49.50
(1)	"Shoot the Bartender" Rayolite	79.50
(1)	"Maid 'n' Monster" Rayolite	79.50
(1)	Bally "Rapid-Fire"	59.50
(1)	Keeney "Submarine"	49.50
(1)	Exhibits "Foot Ease" (1946 Model)	179.50
(4)	"Smileys"	7.50
(1)	Buckley "Treasure Island" Digger	49.50
(1)	Seeburg "Shoot the Chutes" Rayolite	49.50

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SHAFFER MUSIC COMPANY

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It's CONDITION *That Counts In The* LONG RUN!

THESE MACHINES ARE IN A-1 CONDITION AND GUARANTEED TO GIVE MONEY-MAKING PERFORMANCE.

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Air Circus	$109.50	Mutoscope Ace Bomber	$ 59.50
All American	59.50	Midway	119.50
American Beauty (REV)	79.50	Miss Champ	39.50
Attention	59.50	Sea Raider	69.50
Big Hit, Multiple, Like New	229.50	Shuffle-Le, P. & S. (REV)	59.50
Big Parade	109.50	Sky Rider	79.50
Bullseye	99.50	Spot Pool	69.50
Cover Girl	199.50	Stage Door Canteen	189.50
Dude Ranch	49.50	Stars	109.50
Fox Hunt	49.50	Streamliner (REV)	169.50
Grand Canyon (REV)	179.50	Surf Queen	179.50
Horoscope	59.50	Vacation	49.50
Liberty	139.50	Yankee Doodle	119.50
Keep 'Em Flying	129.50	Zoom	89.50

SLOTS

5¢ Gallie	$ 39.50	25¢ Mills Gold Chrome	$219.00
10¢ Gallie	39.50	5¢ Mills Melon Bells	89.50
Columbia Bells (D.J.P.)	49.50	10¢ Mills Roman Head	69.50
Columbia Bells (Gold Award)	49.50	5¢ Jennings Chief	69.50
5¢ Mills Blank Counter Ball	219.50	10¢ Jennings Commodore	89.50
5¢ Mills Copper Chrome	199.50	5¢ Watling Rolatops	89.50
5¢ Mills Gold Chrome	179.00		

ARCADES

Amusematic Lite-League, Perfect	$249.50	Mutoscope Sky Fighter	$129.50
Bally Undersea Raider	249.50	Mutoscope Photomatic	699.50
Champion Hockey	199.50	Panorams, Best Solo-Vue	369.50
Genco Total Roll	419.50	Red Ball, Never Used	349.50
Gosleo	89.50	Scientific Batting Practice	89.50
Keeney Air Raider	89.50	Seeburg Ray-O-Lite	49.50
Mutoscope 1946 Voice-o-Graph, New, In original crate	Write		

MULTIPLES AND CONSOLES

Bally Club Bells, 5¢ Comb.	$149.50	Mills 1-2-3, '41 Refin.	$ 89.50
Evans Galloping Domino '40, 5¢ P.O.	149.50	Paces Reels w/rails	79.50
Evans Pacers, Console '40	199.50	Paces Races, Black	79.50
Jumbo Parade, 5¢ F.P.	79.50	Paces Races, Brown	109.50
Keeney 4-Way Super Bell, 5-5-5-25	479.50	Silver Moon, 5¢ Comb.	119.00
Keeney Super Bell, 25¢ P.O.	499.50	Silver Moon, 5¢ F.P.	89.50
Keeney Skill Time	299.50	Sunshine Reels, 5¢ F.P.	89.50
Mills 5 Bell, 5-5-5-25	499.50	Super Bells, 5¢ Comb.	149.50
Mills 3 Bells	699.50	Triple Entry	119.50

MUSIC

Rock-Ola RM-16, Illum.	$179.50	Wurlitzer 800 K	$419.50
Rock-Ola Window Light-Up	249.50	Wurlitzer 619, Ill.	179.50
Seeburg Hi-Tone 8200, R.C.	549.50	Wurlitzer 850	599.50
		Wurlitzer 950	629.50

TERMS: 1/3 DEPOSIT; BALANCE C. O. D.

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ROCK-OLA
The Phonograph of Tomorrow Today!

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LARGEST STOCK OF DEPENDABLE CONSOLES ON THE WEST COAST

KEENEY SUPER BELLS, 5c, F. P., P. O.	$349.50
KEENEY SUPER BELLS, 10c, F. P., P. O.	369.50
KEENEY SUPER BELLS, 25c, F. P., P. O.	369.50
KEENEY SUPER TWIN, 5c-25c, F. P., P. O.	475.00
KEENEY SUPER TWIN, 5c-25c, P. O.	350.00
KEENEY 4-WAY, 5c-5c-5c-25c	495.00
KEENEY 4-WAY, 5c-5c-10c-25c	525.00
KEENEY 4-WAY, 5c-5c-25c-25c	525.00
EVANS LUCKY LUCIE, 3-5c, 2-25c	199.50
EVANS LUCKY LUCIE, 5-5c	125.00
JENNINGS SILVER MOON, 25c, P. O.	175.00
BALLY ROLL'EM, 5c, P. O.	124.50
BAKER'S PACERS, Late, Daily Double	199.50
PACE REELS, 10c, Late	149.50
MILLS FOUR BELLS, Late Heads, 5-5-5-25c	$595.00
MILLS FOUR BELLS, Late Heads, 5-5-5-5c	495.00
MILLS THREE BELLS, 5c, 10c, 5c	650.00
MILLS THREE BELLS, 5c, 10c, 25c	750.00
MILLS FOUR BELLS, Orig. Heads, 5-5-5-5c (Refinished)	350.00
MILLS FOUR BELLS, Orig. Heads, 5-5-5-25c (Refinished)	395.00
BALLY CLUB BELLS, F. P., P. O., 5c	169.50
BALLY HI HANDS, F. P., P. O., 5c	149.50
BALLY SUNDAYS, F. P., 5c	119.50
MILLS JUMBO, Late, F. P., P. O.	169.50
MILLS JUMBO, Late, P. O.	119.50
MILLS JUMBO, Late, F. P.	109.50
PACE SARATOGAS, Late, 5c	89.50
PACE REELS, 25c, Late	169.50

PHONOGRAPHS

SEEBURG 8800 NEW ROCK-O-LITE, E. S.	$450.00
WURLITZER MODEL 780E	495.00
SEEBURG 8800 NEW ROCK-O-LITE R. C.	475.00
ROCK-OLA COMMANDO	495.00
ROCK-OLA SPECTRAVOX, Playmaster	395.00
ROCK-OLA STANDARD NEW ROCK-O-LITE	395.00
ROCK-OLA SPECTRAVOX, Only	50.00
WURLITZER VICTORY 500	395.00
SEEBURG CLASSIC NEW ROCK-O-LITE	425.00
WURLITZER MODEL 616 NEW ROCK-O-LITE	225.00
ROCK-OLA SUPER NEW ROCK-O-LITE	425.00
WURLITZER MODEL 950	645.00
WURLITZER MODEL 750E	645.00
WURLITZER VICTORY 24	375.00
WURLITZER MODEL 850	645.00
SEEBURG MAJOR, E. S., NEW ROCK-O-LITE	425.00

RECONDITIONED SLOTS

MILLS NEW GOLDEN FALLS	WRITE
BLACK CHERRY BELLS (Rebuilt), 5c	$229.50
BLACK CHERRY BELLS (Rebuilt), 10c	234.50
BLACK CHERRY BELLS (Rebuilt), 25c	239.50
MILLS BLUE FRONTS (Refinished), 5c	159.50
MILLS BLUE FRONTS (Refinished), 10c	179.50
MILLS BLUE FRONTS (Refinished), 25c	199.50
JENNINGS CHIEF, $1.00	595.00
NEW MILLS VEST POCKET BELLS	74.50
MILLS VEST POCKET (Refinished)	49.50
NEW COLUMBIA DELUXE BELL	209.50
BROWN FRONTS (Refinished), 5c	169.50
BROWN FRONTS (Refinished), 25c	199.50
NEW PACE DELUXE BELLS, 50c	500.00
NEW PACE DELUXE BELLS, $1.00	600.00
NEW COLUMBIA BELLS	145.00

ONE BALL MULTIPLE TABLES

BALLY LONGACRE (Refinished)	$249.50
BALLY THOROBRED (Refinished)	249.50
BALLY '41 DERBY (Refinished)	169.50
BALLY CLUB TROPHY (Refinished)	169.50
KEENEY FORTUNE (Refinished)	169.50
BALLY SPORT SPECIAL (Refinished)	95.00
BALLY BLUE GRASS	109.50
BALLY PIMLICO	189.50

ARCADE EQUIPMENT

CHICAGO COIN GOALEE	WRITE
MILLS PANORAM AND SOLO-VUE	$395.00
GENCO TOTAL ROLL	WRITE
ROTARY MERCHANDISERS	225.00
BALLY UNDERSEA RAIDER	295.00
SKYFIGHTER	199.50
NEW GOTTLIEB GRIP SCALE	39.50
GENCO NEW WHIZZ	189.50

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Twenty years' experience creative design, factory, distributing, financial connections. Have my various models. Portable or table top. Will send sample of one game for inspection to those able to produce and distribute on large scale. Guarantee and percentage required on any game submitted for.

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A New Sensational
DAVAL Counter Game
"Free Play" ... with a FREE PLAY Feature!

Like a Pin Ball Game, pays out only Free Plays. Accumulated Free Plays can be played off or cancelled & registered on inside. This new All Mechanical, Precision Built Daval Counter Game will make you the biggest, quickest, profits on the smallest investment in the entire Coin Machine Field.

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WANNA PLAY?
960 Holes
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Takes In .. $48.00
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G. L. Sp. Thin 5c Play
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"Free Play"

. . with a FREE PLAY Feature!

You know what the Free Play feature did for Pin games! Now you have that same play-compelling, money-making feature in a NEW Daval counter game!

Frequent awards of from 3 to 30 Free Plays and subsequent free plays due the player, shown through a front window beside the reels, keeps players at it for hours at a stretch.

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DAVAL'S "FREE PLAY" is all mechanical. No troublesome electrical parts of any kind.

All parts are precision built in the usual DAVAL way.

This new DAVAL counter game will make you the biggest, quickest profits on the smallest investment in the entire coin machine field.

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Fully Guaranteed BLACK CHERRY BELLS, Orig. Mech., Club Handles, D.P. Sides and Front, Knee Action, 3/5 or 2/5.

5c - - - - -$174.50 10c - - - -$194.50 25c - - - -$224.50

Mills New Vest Pockets	Write
Mills Brown Fronts, compl. rebuilt, club handles, drill proof, 5c	$139.50
10c	$149.50; 25c 179.50
Mills Blue Fronts, Hand Load, Serial No. Over 400,000, 25c	195.00
Mills Orig. Gold or Silver Chromes, Drill-Proof, Club Handles, Knee Action, 3/5 or 2/5 5c	189.50
10c	$195.00; 25c 225.00

CONSOLES

Pace Club Consoles, 10c	$125.00
Caille Club Console, Late Mod., 25c	125.00
Bally Skill Field, 7-Coin Head	89.50
Pace Reels, 5c, Without Rails, A-1 Condition	69.50
Pace Reels, 5c, With Rails, A-1 Condition	89.50
Pace Saratoga, 5c, Without Rails	69.50
Keeney Super Bells, 5c, Like New	294.50
The Favorite, 5c	49.50
Lucky Luere, New Type Head	149.50

PAY TABLES

Skylark, F.P. or C.P.	$124.50
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Rose Ring	89.50
Mills Big Race	49.50
Turf Champ	69.50

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Seeburg Wireless Wallomatic, completely reconditioned with new 70L7 Tube	$ 37.50
Strips, 5-P., C.H. or Club Special, Set of 3	.45
20 Stop Discs, 5-P., C.H., or Club Spec. or Cherry P.O. Set of 8	8.00
20 Stop Star Discs, hardened	.60
Keeney Anti-Aircraft, Brown	79.50
Keeney Air Raider, like new	119.50
Champion Hockey, Like New	129.50
Keeney Submarine, A-1 Cond.	94.50
Bally Defender, Excellent Shape	149.50
Bally Rapid Fire, Refinished and Reconditioned	129.50
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1/3 Deposit, Balance C. O. D.

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Wurlitzer 24	$275.00	Wurlitzer 44 Keyboard	$375.00
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Wurlitzer 616 Lite-Up	225.00	Wurlitzer 750	575.00
Wurlitzer 600	375.00	Seeburg Classic	350.00
Wurlitzer 600 R	350.00	Seeburg Vogue	350.00
Wurlitzer 600 K	395.00	Seeburg Hi Tone ES	425.00
Wurlitzer 44 Rotary	350.00	Seeburg Hi Tone ESRG	475.00
Seeburg Wireless Console	$325.00		

WALL BOXES

Seeburg Wireless 24 Sel. Perf.	$ 24.50	Seeburg S-10-25c Ben-o-Matic, 8 Wire	$45.50
Seeburg 20 Sel. Wireless	39.50	Seeburg Electric like new	32.50
Seeburg 20 Sel. 3 Wire	32.50	Rock-Ola, All Types	Write
Seeburg 5/10/25¢ Sanmatic Wireless	52.50	Wurlitzer 120	14.50
Seeburg 5/10/25¢ Wireless	52.50	Wurlitzer 125	17.50
Buckley Lite-Up	$14.50		

ORIGINAL AMPLIFIERS WITH TUBES

Rock-Ola	$ 27.50	Wurlitzer Counter Model	$ 22.50
New Universal	30.50	D.C. Wurlitzer, Seeburg & Rock-Ola	8.50
Seeburg Classic	44.50	**ORIGINAL SPEAKERS**	
Wurlitzer 600-500	44.50	New 12" P.M.	$ 8.75
Wurlitzer P-12	25.00	Wurlitzer 412	15.50
Wurlitzer 412	27.50	Mills	27.50

STEPPERS AND ADAPTERS

Wurlitzer 145	$ 95.00	Wurlitzer 120 Adapter	$ 27.50
Wurlitzer 504	16.00	Wurlitzer 300 Adapter	22.50
Wurlitzer Remote Transmitter with Tubes 506-508	9.50	Seeburg USR1 & USR2	57.50

NEW MACHINES

Firestone's Tally Roll	$460.00	ABT Challengers	$ 65.00
Firestone's Skill Roll	378.50	Watling Slots, 5-10-25-50¢	Write
Firestone's Bonus Roll	$479.50		

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Wurlitzer Counter Model	$ 22.50
D.C. Wurlitzer, Seeburg & Rock-Ola	8.50

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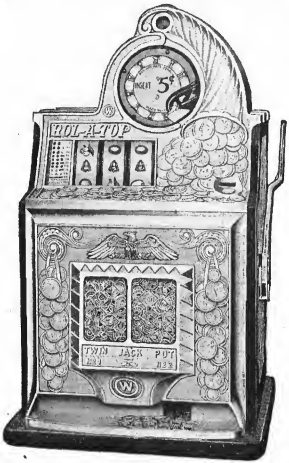

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1 CHERRY PAY 3
MYSTERY 3-5 PAYOUT, STANDARD
MYSTERY 3-5 PAYOUT, CLUB
NO LEMON ON FIRST REEL

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2520 HOLES THICK SLOT SYMBOL TICKETS

NO. 2520 HOT McCOY 5c PLAY $63.75 PROFIT

NO. 2520 BIG McCOY 10c PLAY $109.50 PROFIT

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PINS:
1 Tom, 1 On Deck, 1 Firecracker, 1 Hold-Over, 1 Scoop, $25.00 each.
Revamps: 1 Roll Call, 1 Destroyer, $60.00 each; 2 Marvels, Baseball, $75.00; 1 Goba, 2 Clicks, $50.00 each. All prices plus $5.00 for new shipping cartons.
Arcader 2 Seeburg Jap conversions, 1 1939 Western Baseball, $200.00 lot.

MUSIC ACCESSORIES:
1 Lot of 20 Rock-Ola Dial-A-Tune Wall Boxes, including 3 Bar Boxes, miscellaneous lengths of cable and couplings for above, 2 Brain Boxes and Transformers for above, complete lot, $345.00.
5 Seeburg 6-wire Boxes, Lot $60.00.
12 Buckley speaks Gold Wall Boxes, leather lined, $150.00.
Few nice Buckley Boxes, Lot $60.00.
1 Operadio Ceiling Speaker, complete with speaker, $35.00.
2 Operadio Speakers with cord of phones, as is, $5.00 each.
1 Filben Hideaway, $100.00.

TERMS: 1/3 CERTIFIED DEPOSIT, BALANCE C. O. D.

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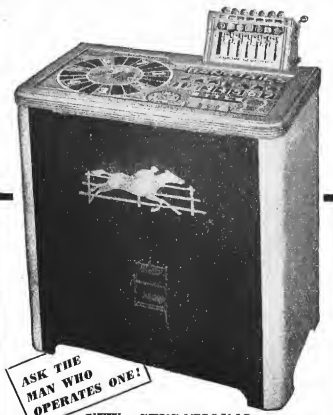

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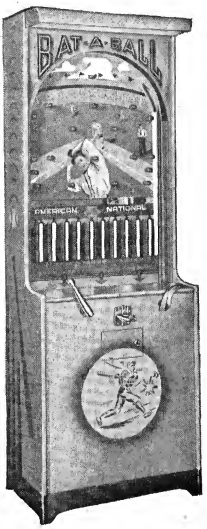

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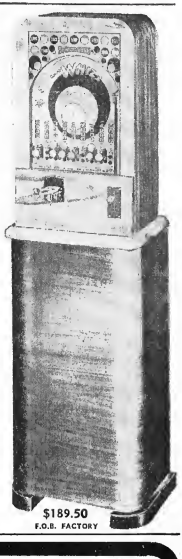

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WATCH FOR CHICAGO COIN'S NEW 5 BALL

A SUPER GAME FOR SUPER PROFITS

CHICAGO COIN MACHINE CO.
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THESE MACHINES ARE ALL READY FOR LOCATION

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Wurlitzer 616A	$175.00	Wurlitzer 750E	$625.00
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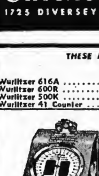
GOTTLIEB'S NEW DE LUXE GRIP SCALE
Has years of Proven Performance to back it. Legal Everywhere! Place one of these machines in each of your phone locations and watch them pay your overhead.
$39.50 Each

NEW A. B. T. CHALLENGER
The finest Counter Machine ever built! Money-maker on any location! Legal Everywhere!
Operators' Price $95.00 Each. Lots of 25, $80.00. Lots of 50, $55.00. Lots of 100, $50.00.



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A New Sensational
DAVAL COUNTER GAME
"Free Play" with a Free Play Feature! This new mechanical, precision built Daval Counter Game will make you the biggest, quickest profits on the smallest investments in the entire Coin Game Field.
PRICE . . $75.00 Each

THE NEW Gottlieb Superliner!
For "Jet-Propelled" Earnings!
A Super Quality Winner for Super Player Appeal Everywhere!
★ MAGIC BUTTON!
★ STREAMLINE DESIGN!
Order Today
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RUSHMORE AMUSEMENT COMPANY
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BELL-O-MATIC CORPORATION

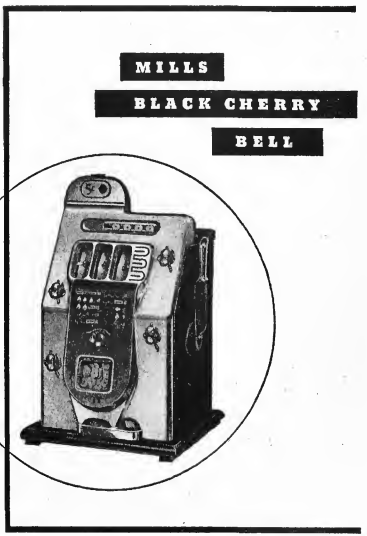
Exclusive National Distributor: Mills Bell Products 4100 W. FULLERTON AVENUE • TELEPHONE SPAULDING 0600 • CHICAGO 39, ILL.

★

For years, operators have wished for, hoped for, and wanted a manufacturer to produce the ideal Bell! A Bell that matched the glory of the high-class location, a Bell that enhanced and beautified the humble spot. A gleaming, rich-looking Bell that would make players say "Ah!" every time they pulled the handle. A machine with a quick, smooth start, with reels that would spin faultlessly, a machine with rapid-fire payment on winning combinations—a machine for heavy play—the operator's Bell!

Four years ago Mills engineers started a study of our then almost perfect Bell mechanism. The results of the experiments were a Bell better than any player ever expected to play—a Bell better than any operator ever hoped to operate. It reaches the absolute apex in the Coin Field.

MILLS
BLACK CHERRY
BELL



Revitalize your operating equipment—start fresh and start at once replacing those out-dated machines with Black Cherry Bells. The immediate increase in your coin revenue will justify this step. Be known as up-to-date, a man who operates the latest and most improved coin equipment, machines that have sparkle and pep.

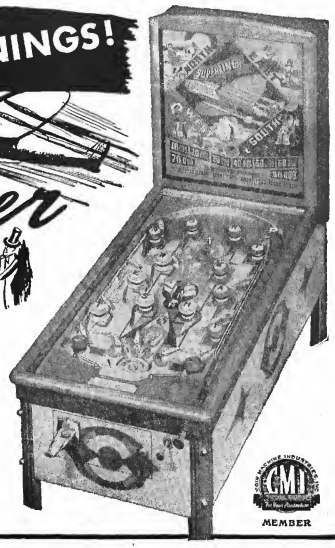
Locations are your most important consideration; they will welcome with open arms this beautiful Bell! Place your request today for Black Cherries in order to receive an early shipment.

MILLS
BLACK CHERRY
BELL

"JET PROPELLED" EARNINGS!

Superliner

Super APPEAL...
THE MAGIC BUTTON!
Super DESIGN...
NEW STREAMLINED CABINET!
Super PERFORMANCE...
CUTS SERVICE COSTS!
"THERE IS NO SUBSTITUTE FOR QUALITY"



ORDER FROM YOUR DISTRIBUTOR
D. GOTTLIEB & CO.
1140 N. Kostner Ave., Chicago 51, Ill.

MEMBER

"KONTEST BOMBER"

A sensational new game that has the attractiveness, style, streamlining and construction found in the better games built before the war.

"CAMOUFLAGED POKER"

A BRAND NEW
Legal
SKILL GAME

A PROVEN MONEY MAKER

This game has been thoroughly location tested and is giving profitable and practically trouble-free results.

A CLOSED TERRITORY GAME

This game can be operated in most closed territory as it is manually operated and skill predominates.

KONTEST BOMBER is not a Re-Vamp. This is a brand new game using new parts and materials inside and out.

YOU MUST SEE THIS GAME TO APPRECIATE ITS BEAUTY AND EARNING POWER

MULTIPLE PLAYER ACTION

The competitive appeal of this game creates fast action and play among the customers themselves. The Back Glass is Multi-Colored silk screen processed with easy-to-read characters and scoring light-up. The play-field is designed on a revolutionary new principle. This Fall-Away design gives a larger playing surface and speeds up the action. Scoring surface is silk screen processed in colors. The BEAUTIFULLY finished Cabinet is in two-tone blue—On the sides is pictured a B-29 Super Bomber dropping its bombs, and the front depicts the ATOMIC BOMB explosion in all its full Brilliant Colors. The Over-All trim is in natural finish hard wood and polished metal.

SERVICE CALLS are almost non-existent with KONTEST BOMBER and this means more Net Profits to the operator.

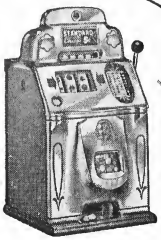
$294.50
F. O. B. Factory
IMMEDIATE DELIVERY
Terms—½ Deposit, Balance C. O. D.

Takes no more space than the average Pin Game, 24"x48"

Manufactured by
GILLESPIE GAMES COMPANY
1200 GAVIOTA AVE. LONG BEACH 4, CALIFORNIA

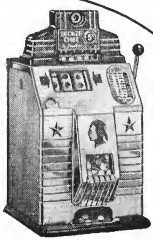
SPECIAL DEAL FOR JOBBERS
WRITE TODAY FOR FULL PARTICULARS

TWO "SURE THINGS" IN EVERY JENNINGS CHIEF



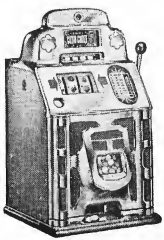
STANDARD CHIEF

1. CHROME APPEAL



BRONZE CHIEF

2. PLAYER ACTION



SUPER DE LUXE CLUB CHIEF

ALL MODELS HAVE THE PATENTED ESCALATOR

75 DEALERS AND DISTRIBUTORS ACROSS THE COUNTRY OR WRITE TO . . .

O. D. JENNINGS AND COMPANY

4307-39 WEST LAKE STREET • CHICAGO 24 • ILLINOIS

.....The Leader in the Field for over 40 Years.....

TIP ON A BIG MONEY MAKER from Herb Ross of Buffalo's Playland Arcade

HERB ROSS

"REMOTE TURRET GUNNER'S sensational money making . . . has never been duplicated."

That's what the man says, but Herb Ross isn't the only one who's making unheard-of profits with Remote Turret Gunners. Coin men all over the country tell about the crowds that are clamoring to shoot down the planes with the same guns our air men did. There's never a dull moment at the Turret Gunner stand. How can there be when the earnings are $500 to $800 per week!

APPEALS TO YOUNG AND OLD

Boys—Girls—Men—Women—from 7 to 70 want the thrill of aerial combat they get from following moving planes through the electronic sight, getting a bead, squeezing the trigger and scoring a direct hit—and all with the same turret guns that were actually used in World War II. They are so exciting, so sensational—everybody wants to try them.

NOW DELIVERING AGAIN

FINANCING TO YOUR CIRCUMSTANCES

You can get the Remote Turret Gunners direct from the manufacturer on terms that you can meet. So great is the income that you can easily pay out of earnings. Production is limited, so write or wire now for the complete plan on this sensational profit maker.

JACK GARLINER, Pres.

ELECTRONIC AMUSEMENT CORP.

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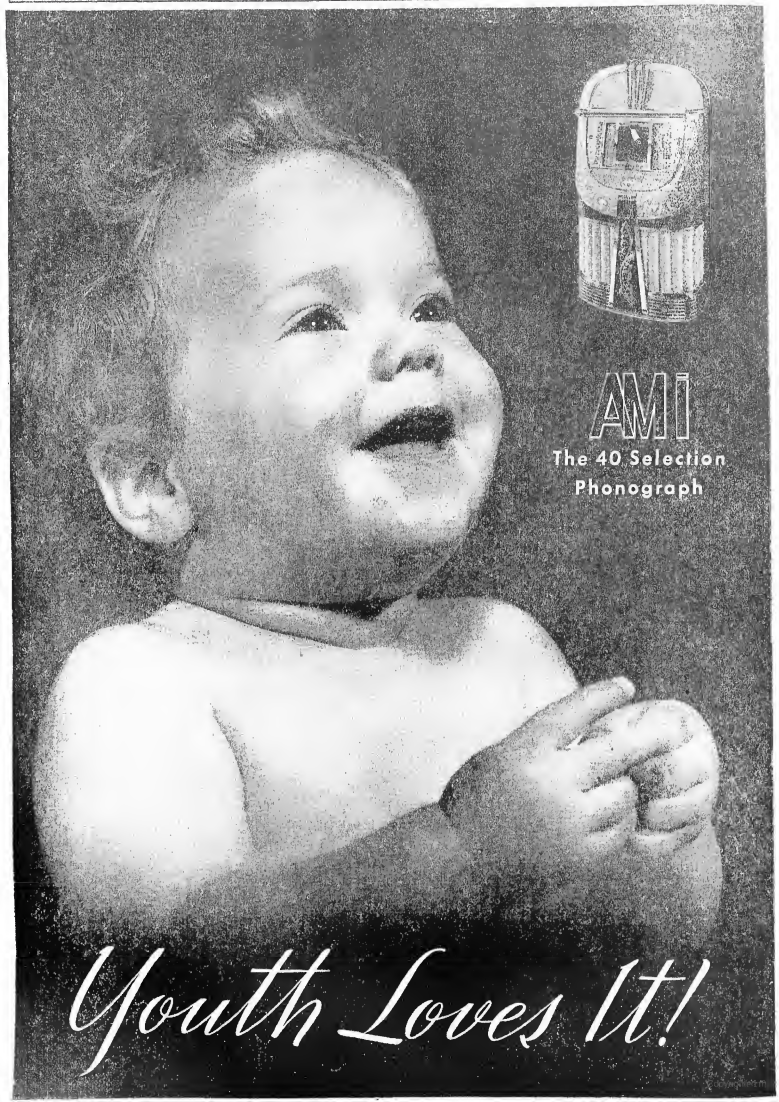
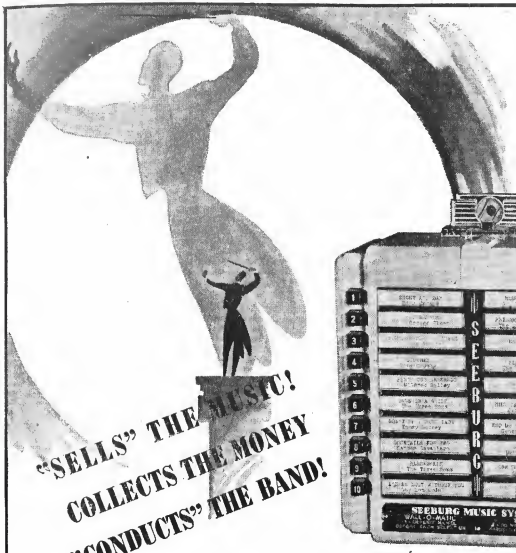
Phone Glenwood 1426


AMI
The 40 Selection
Phonograph
Youth Loves It!



S. H. LYNCH & CO.

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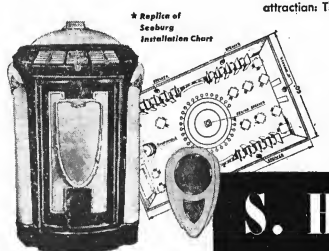
★ *HOUSTON, 910 Calhoun*
★ *SAN ANTONIO, 241 Broadway*
★ *NEW ORLEANS, 833 Baronne*
★ *MEMPHIS, 167 S. Second*
★ *OKLAHOMA CITY, 900 N. Western*

Seeburg DEPENDABLE MECHANISMS

3-wire WALLOMATIC

It looks like a million and will collect as many nickels in a mighty short time . . literally does three efficient jobs in a most impressive manner! Its sparkling, ivory-chrome-and-red appearance intrigues and invites customers to play favorite selections. Single assembly ejector mechanism and coin chute (serviced by removing a single screw) is a most efficient cashier. The red, jewel-like selector buttons numbered in white . . make it easy to get the wanted tune "conducted." Added attraction: The 3-wire wallomatic is wonderfully trouble-free.



★ *Replica of Seeburg Installation Chart*

★ **SEEBURG SCIENTIFIC SOUND DISTRIBUTION** *— is a great Public Service*

S. H. LYNCH & CO.

Exclusive Southwestern Distributors

SEE THEM! TRY THEM! BUY THEM!

AT

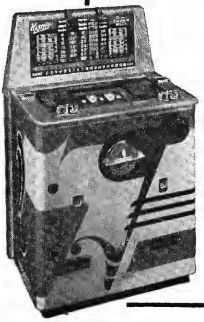
SOUTHERN AUTOMATIC!

Keeney's

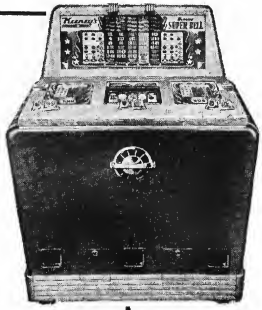
BONUS SUPER BELL

2-WAY

3-WAY



For an *investment* that comes back to you fast—puts you in the black quick—it's Keeney's 2-Way or 3-Way Bonus Super Bell! Get one on location now and see for yourself what Bonus Super Bell operators mean when they say: *"At last we've discovered what earning capacity really is!"*



PROMPT DELIVERY FROM YOUR NEAREST "SOUTHERN" OFFICE!

SOUTHERN AUTOMATIC MUSIC CO. Inc.

"THE HOUSE THAT CONFIDENCE BUILT"

EXCLUSIVE SEEBURG DISTRIBUTORS

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KEENEY BONUS SUPER BELLS

DISTRIBUTORS FOR
GOTTLIEB SUPERLINER AND GRIP SCALE
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DAVAL PRODUCTS
EXHIBIT FAST BALL

BECAUSE it is so much easier

to make selections with...

Aireon Push Button Control

ORGAN TYPE

YOU get far more play...

18% to 36% greater profits!

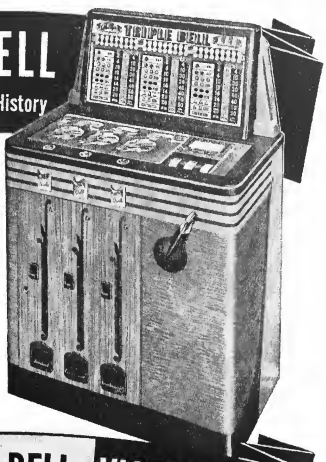
Greater play appeal... easier to make selections... fascinating, colorful beauty... all add up to AIREON the great new name in phonographs. No wonder the amazing Aireon is setting sales records all over the nation! It attracts more plays... makes more money. It will do the same for you! Get in touch with an Aireon distributor at once. See it! You'll want it!

Aireon MANUFACTURING CORPORATION

General Offices: 1401 Fairfax Trafficway, Kansas City, Kans. *In Canada:* Mafco Corp., Ltd., 4001 St. Antoine St., Montreal, Que.

Bally TRIPLE BELL

Greatest Money-Maker in Coin Machine History



TRIPLE BELL consoles on location actually earn two to three times top earnings of all other consoles now in operation! Triple Chutes permit three players—or three coins—every game. Changing Odds on big light-up back-board. 1000 SUPER-SPECIAL and plenty of other big awards. Single Cherry Winners and frequent intermediate awards. Deluxe Cabinet in rich blonde wood-grain finish. Simple Trouble-proof Mechanism. Convertible Payout or Replay. Order your TRIPLE BELL consoles now! Specify coin combination . . . nickel, dime, quarter or any desired combination.

BIG LEAGUE

5-BALL NOVELTY* SENSATION

*CONVERTIBLE TO REPLAY

REAL BASEBALL THRILLS . . . plus exciting 3-way score-system and extra fast action . . . insure continuous big repeat play and top collections. Powerful COMPETITIVE PLAY APPEAL keeps players crowded up to BIG LEAGUE by the hour. Sturdy, simple mechanism guarantees rock-bottom service cost.

DRAW BELL

HOLD-AND-DRAW CONSOLE

Fat collections and record-smashing net profits prove that Bally's new second-coin, second-spin feature is the most powerful repeat-play stimulator ever created. Positive trouble-free mechanism insures lowest operating costs and highest profits. Order DRAW BELL from your distributor now. *Specify Nickel or Quarter play.*

VICTORY DERBY

ONE-BALL MULTIPLE PAY-TABLE*

*VICTORY SPECIAL FOR REPLAY TERRITORY

Packed with all the profit-proved features of Bally's famous pre-war multiples . . . plus new play-provoking ideas that are pushing profits to a new all-time high! VICTORY DERBY games on location are consistently topping all previous collection records of pre-war and war-time operations.

ARMY E NAVY

Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Is Your Business *Merchandising Music?*

If you are an operator, you are running a retail business. Your business is selling music.

Each location you operate has a definite sales potential.

Unless you apply modern merchandising methods, you are going to fall short of the sales possibilities of your locations.

Retail store operators have learned two basic principles back of increased business:

1—Selling quality merchandise attractively packaged.

2—Displaying that merchandise so it is easy to buy.

Let's apply these two principles to music merchandising:

1—Unless music is furnished at proper sound level—neither too loud nor too low—unless this music is pleasing to those close to the phonograph as well as to those at a distance—you are not making the maximum sales. This is why Scientific Sound Distribution is proving its value to operators the country over.

2—The easier it is for the public to select a tune, the more selections they are going to make. Seeburg Wallomatics offer twenty selections right at a finger's tip—no need to turn dials—no need to cross the room to make a selection.

That operators are recognizing the new and powerful possibilities of Music Merchandising is evidenced by the large number of Seeburg engineered installations that are now in operation and the constantly increasing demand for more.

Seeburg has pioneered Music Merchandising and offers America's finest and most complete Music Merchandising System.

Symphonola "1-46"

1946 Remote Control Special

1946 Wireless Wallomatic

1946 3-Wire Wallomatic

12-Inch Mirror Speaker

8-Inch Teardrop Speaker

Recessed Speaker

Dual Remote Volume Control

"Be Sure — Buy Seeburg"

Seeburg

1902 • DEPENDABLE MUSIC SYSTEMS • 1946

J. P. SEEBURG CORPORATION
1500 N. Dayton Street, Chicago 22, Illinois

SEE YOUR SEEBURG DISTRIBUTOR FOR A DEMONSTRATION

"We gained plenty by identifying our place with Wurlitzer's National Advertising"

— FRANKIE CARTER, Owner
CARTER'S COCKTAIL LOUNGE
SAN FRANCISCO

Beautiful interior of Carter's Cocktail Lounge

Note Wurlitzer's Sign of the Musical Note on exterior of Carter's Cocktail Lounge.

Former professional boxer, now one of the California State Boxing Commission's top referees, Frankie Carter runs one of San Francisco's swankiest cocktail lounges.

Says Frankie, "Our Wurlitzer has always been a crowd-puller—doubly so since the start of Wurlitzer's national consumer advertising. We lost no time in identifying our place with Wurlitzer's *Sign of the Musical Note*. People see Wurlitzer billboards and magazine ads. Then they come in here. Thanks a million to Wurlitzer for doing a great job of advertising for us."

Thousands of other location owners from coast to coast are echoing Carter's comment. Add it all up, and you have the reason why Wurlitzer Factory-Approved Music Merchants are getting, holding and hearing enthusiastic reports from all the top locations. The Rudolph Wurlitzer* Company, North Tonawanda, N. Y.

**The Name That Means Music To Millions*

WATCH WURLITZER EXTEND ITS LEADERSHIP